

LOUISIANA YOUTH TOBACCO SURVEY 2000

OCTOBER 2002
LOUISIANA TOBACCO CONTROL PROGRAM
LOUISIANA OFFICE OF PUBLIC HEALTH

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INTRODUCTION AND METHODS

Each year more than 6,000 Louisianans die from tobacco-related causes. Tobacco use is the leading cause of preventable death, killing more Louisianans than alcohol, auto accidents, AIDS, suicide and illegal drugs combined. Tobacco use costs Louisiana more than \$2.81 billion annually, an average of \$650 per person. More than 750,000 adults and 45,000 Middle School children in Louisiana currently use some form of tobacco.

The Louisiana Youth Tobacco Survey (LYTS) is the first-ever comprehensive survey of tobacco use, access, cessation, knowledge and attitudes, as well as exposure to second-hand smoke or environmental tobacco smoke (ETS) among public Middle School students in Louisiana. The LYTS provides valuable baseline data to guide and evaluate youth tobacco prevention efforts and cessation campaigns within Louisiana. The Louisiana Office of Public Health conducted the first LYTS in Spring 2001 in cooperation with the Centers for Disease Control and Prevention (CDC), the Louisiana State Department of Education, and countless partners from local health departments and local school districts.

The LYTS is a representative survey of public Middle School students in Louisiana. The survey was administered to 3,081 Middle School students (grades 6-8) in 35 schools. These schools were located in 40 parishes throughout Louisiana. A two-stage sampling procedure was used to select schools and students to be surveyed. In the first stage, schools were selected with probability proportional to enrollment. The second stage of sampling involved the random selection of second period classes within the sampled schools. All students in a selected class were eligible to participate. The school participation rate was 82.5% and the student participation rate was 72.9%, yielding a combined response rate of 60.2%.

The LYTS consisted of 75 questions, which covered student use of various tobacco products including cigarettes, smokeless tobacco, pipe tobacco and also included questions relating to physical activity and symptoms of asthma. Issues addressed by the survey included prevalence of tobacco use, access to tobacco products, desire to quit, use of tobacco at school, knowledge and attitudes, media/advertising awareness, exposure to environmental tobacco smoke and general student demographics. A majority of the questions presented in this report are stratified by gender, grade, and race/ethnicity (African American, Hispanic and White). Additionally, questions addressing knowledge and attitudes are broken down by whether or not the student was a current smoker.

For some issues, stratification by specific student characteristics was not available. This was due either to a small number of students in various subgroups, or the low prevalence of a certain behavior overall. For example, Hispanics represented only 1.5% of the overall student population. Given the small sample size, performing sub analysis for certain variables would yield unstable estimates leading to decreased validity.

Since a majority of the measures presented in this report are baseline data, results from the National Youth Tobacco Survey 2000 have been used to compare Louisiana to the nation where applicable. The National Youth Tobacco Survey is a representative survey of 35,828 students in grades 6-12, attending public and private schools in all 50 states and the District of Columbia. The CDC conducted this survey in spring 2000. The National Youth Tobacco Survey results in this report were published in CDC *Surveillance Summaries*, November 2, 2001. MMWR 2001; 50 (No. SS-4).

EXECUTIVE SUMMARY

PREVALENCE

More than 100,000 (59.0%) public Middle School students in Louisiana have ever tried some form of tobacco (including cigarettes, cigars, bidis, pipes and smokeless tobacco). One in four (26.3%) of public Middle School students currently use tobacco products. Cigarette use was found to be the most popular form of tobacco with 17.1% of the students currently smoking cigarettes. The second most popular form of tobacco were cigars (12.5%), followed by smokeless tobacco (9.9%), bidis (7.1%) and pipes (6.3%). The rate of current tobacco use among Louisiana public Middle School students (26.3%) far exceeds the national median of 15.1%.

INITIATION

An estimated 22,000 (28.6%) Louisiana Middle School students smoked their first whole cigarette before the age of 11, with a greater proportion of boys (32.3%) as compared to girls (24.5%), and Whites (30.9%) as compared to African Americans (24.0%), for having smoked their first cigarette before the age of 11.

ACCESS

A majority of Middle School students in Louisiana, who were current smokers, got their cigarettes by giving money to someone else to buy them (30.4%), or by borrowing or “bumming” them from friends or family members (20.7%). Nearly three out of four students, under the age of 18, were not asked to show proof of age when trying to purchase cigarettes in a store during the last 30 days. More than two-thirds (67.7%) of the underage students who smoke were able to buy cigarettes at a store during the past 30 days.

SCHOOL

Approximately 7,542 (28.1%) of current student smokers smoked on school property in the 30 days preceding the survey. During the school year, less than half (44.6%) of the students practiced ways to say “NO” to tobacco in their classrooms, with the proportion falling from 55% in 6th grade to 34.3% in the 8th grade.

CESSATION

A great majority (75.3%) of the Middle School students who smoke thought they could quit smoking if they wanted to, but only 53.8% of them want to quit smoking. The percent of current smokers who had tried to quit in the last 12 months varied by grade, with 56.6% of the 6th graders having tried to quit, as compared to only 49.7% of the 8th graders. Most current smokers (58.2%) had tried to quit smoking cigarettes at least once during their lives. One in four (24.2%) had unsuccessfully tried to quit smoking three or more times. In fact, only 39.1% of the current smokers were able to stay off cigarettes for 30 days during their last quit attempt. In Louisiana, only 16.4% of Middle School tobacco users have ever participated in a program to help them stop using tobacco.

KNOWLEDGE & ATTITUDES

Almost all (96.0%) of the Louisiana Middle School students who had never smoked said that they did not think they will try a cigarette soon, or will smoke if their best friends offer them a cigarette (96.8%). Both current smokers (83.4%) and those who have never smoked (85.4%) believed that people can get addicted to tobacco. However, 76.7% of Middle School students who smoke cigarettes think that young people risk harming themselves if they smoke from 1-5 cigarettes per day, as compared to 83.8% of those students who had never smoked. A greater proportion of current smokers (37.5%) think it is safe to smoke for a year or two, as long as you quit, as compared to those who have never smoked cigarettes (9.2%). Current smokers (56.7%) were also more likely to think that young people who smoke cigarettes have more friends, as compared to those who have never smoked (22.6%). Lastly, current smokers (33.1%) were also more likely to think that smoking cigarettes makes young people look “cool” or can help them to “fit in,” as compared to those who have never smoked cigarettes (13.6%).

MASS MEDIA

Nearly one in three (73.0%) of Middle School students had seen or heard anti-smoking advertisements in the 30 days preceding the survey. However, 82.7% have seen actors using tobacco and 34.1% have seen athletes using tobacco on television and in the movies. Students were also exposed to tobacco advertising on the Internet, with current smokers (52.2%) being more likely to report having seen the ads, as compared to those who had never smoked (32.7%). Current smokers (47.8%) were nearly four times more likely than those who had never smoked (12.3%) to buy or receive a tobacco company product, and were equally likely to wear or use products with tobacco company logos, (63.8% and 15.5% respectively).

ENVIRONMENTAL TOBACCO SMOKE

More than one in three (84.5%) Middle School students think that environmental tobacco smoke is harmful. One out of two (48.9%) students currently live with someone who smokes, with a greater proportion of current smokers (66.7%) living with someone who smokes, as compared to students those who have never smoked (37.7%). Additionally, more than 100,000 public Middle School students had been in the same room with someone who was smoking, or rode in a car with someone who was smoking on at least one or more days in the past seven days.

DEFINITIONS

Current tobacco user: Students were considered “current tobacco users” if they used any tobacco product on at least one of the 30 days preceding the survey.

Current smoker: Defined as having smoked cigarettes on at least one of the 30 days preceding the survey.

Ever smoker: Students were defined “ever smokers” if they had ever tried cigarette smoking, even one or two puffs.

Frequent smoker: Defined as smoking cigarettes on 20 or more of the past 30 days.

Middle School students: Students in grades 6, 7 or 8 in public middle schools in Louisiana.

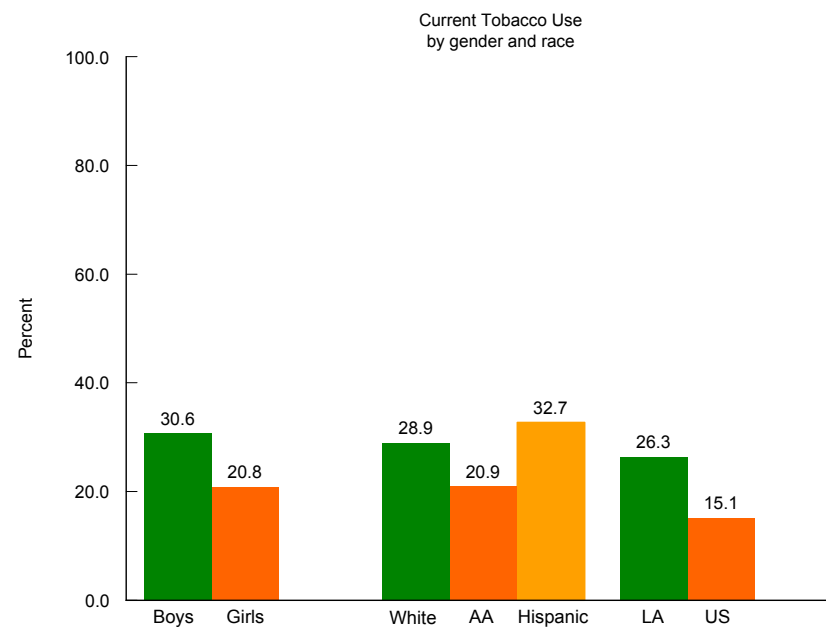
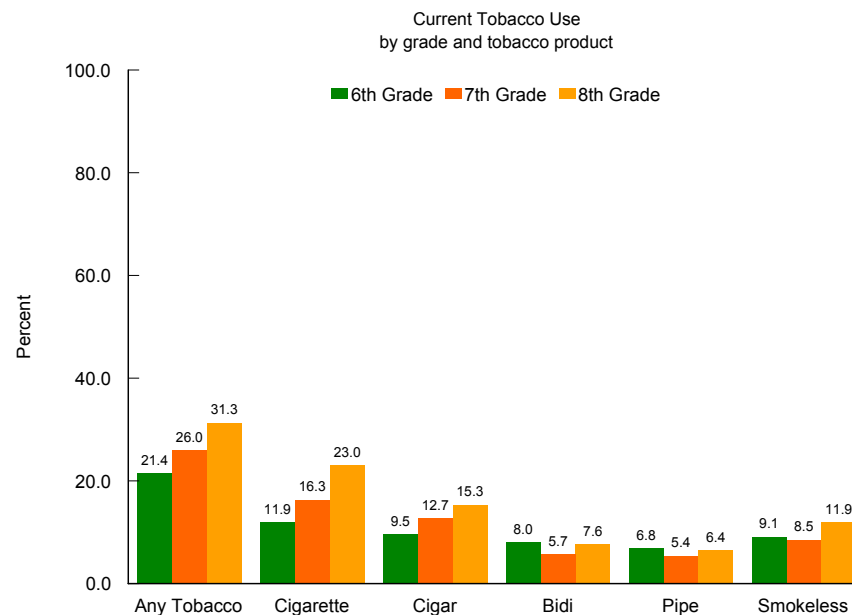
Never smoker: Students were considered “never smokers” if they had never tried cigarette smoking, not even one or two puffs.

Significant differences: Defined as statistical difference between two estimates at $p=0.05$ level.

ANY TOBACCO USE

Students were asked about their use of different forms of tobacco including cigarettes, smokeless tobacco, cigars, pipes, and bidis. Students were considered “current tobacco users” if they used any tobacco product on at least one of the 30 days preceding the survey.

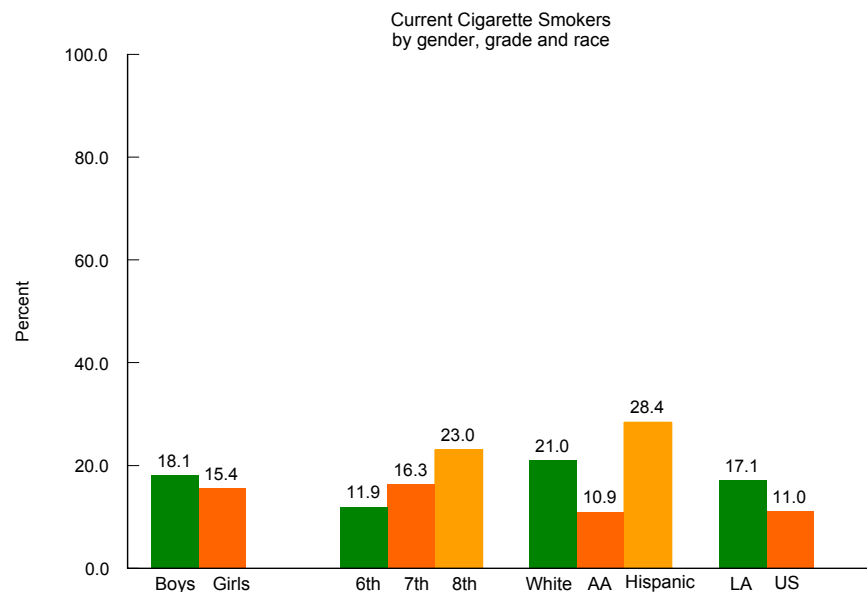
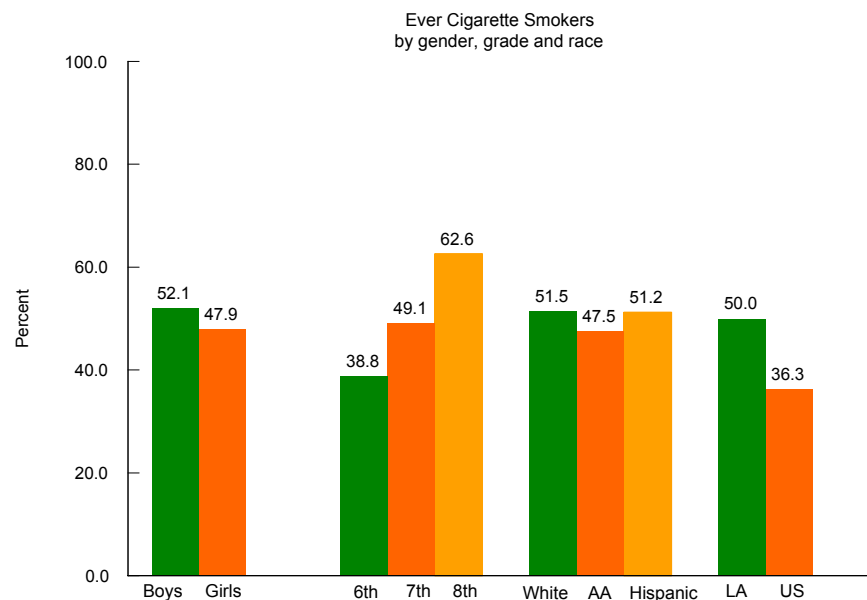
- 45,000 Middle School students in Louisiana currently use tobacco products.
- Approximately one in five (17.1%) Middle School students in Louisiana currently smoke cigarettes.
- 12.5% of Middle School students currently smoke cigars.
- A similar proportion of Middle School students currently smoke bidis (7.1%) or a pipe (6.3%).
- Prevalence of tobacco use increases from 21.4% in 6th grade to 31.3% by 8th grade.
- Prevalence of tobacco use among Middle School students in Louisiana was nearly two times greater when compared to their national counterparts (26.3% and 15.1% respectively).



CIGARETTE SMOKING

Students were asked if they had ever tried cigarette smoking, even one or two puffs, and about their use of cigarettes during the past 30 days. Students were considered to be “ever smokers” if they had ever tried cigarettes, even one or two puffs. They were considered “current cigarette smokers” if they smoked cigarettes on at least one of the 30 days preceding the survey.

- 78,000 Middle School students in Louisiana have ever tried cigarette smoking, even one or two puffs.
- 28,000 Middle School students in Louisiana currently smoke cigarettes.
- Prevalence of current cigarette smoking among Middle School students ranged from 11.9% among 6th graders, to 23% among 8th graders.
- Rates of current smoking were higher among boys, as compared to girls (18.1% and 15.4% respectively).
- Hispanic (28.4%) and White (21.0%) students were significantly more likely to be current smokers when compared to African American students (10.9%).
- Prevalence of cigarette smoking among Middle School students in Louisiana was 55% higher than the national median.

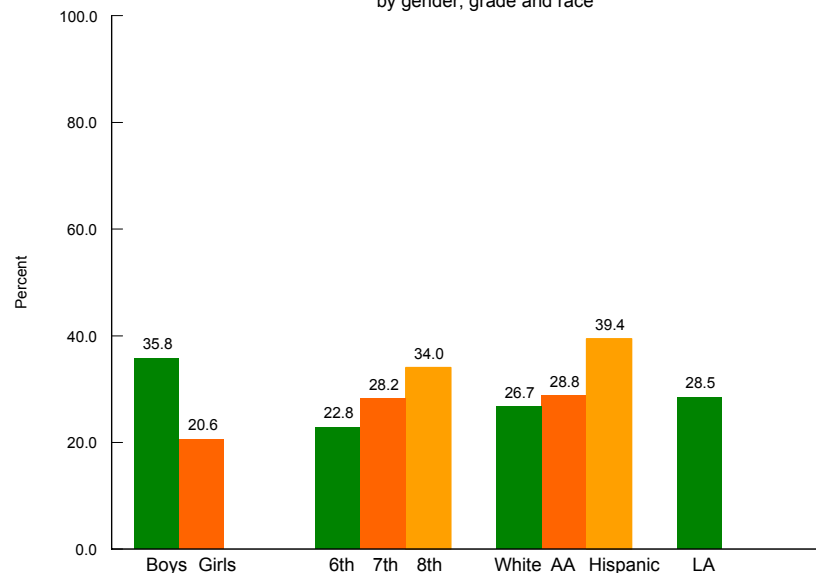


CIGAR SMOKING

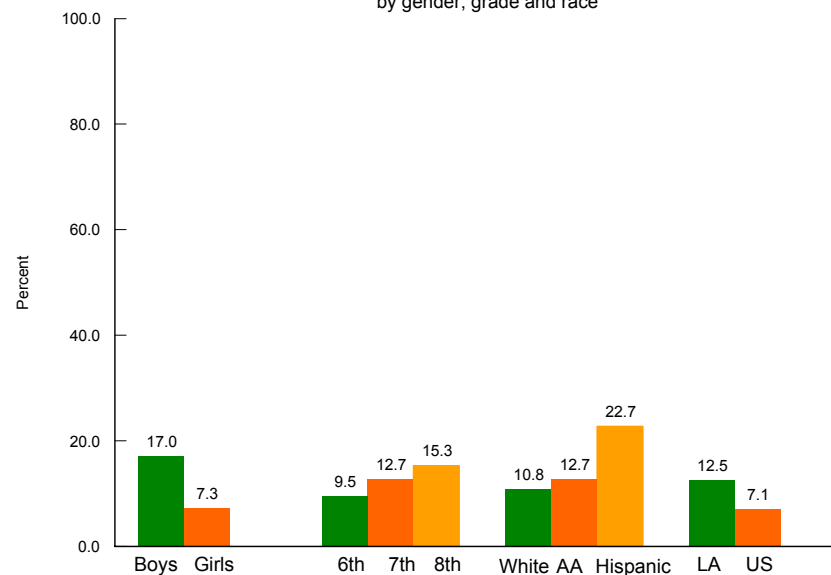
Students were asked if they had ever tried cigars, even one or two puffs, and about their use of cigars during the past 30 days. Students were considered to be “ever cigar smokers” if they had ever tried smoking cigars, even one or two puffs, and “current cigar smokers” if they smoked cigars on at least one of the 30 days preceding the survey.

- 46,000 Middle School students in Louisiana have ever tried smoking cigars, even one or two puffs.
- 21,200 6th - 8th grade students in Louisiana currently smoke cigars.
- As with cigarette smoking, rates of current cigar smoking increased with the school grade, with 9.5% of the 6th graders currently smoking cigars when compared to 15.3% of the 8th graders.
- Prevalence of current cigar smoking among boys was more than double that of girls (17.0% and 7.3% respectively).
- Rates of cigar smoking did not differ significantly between African American, Hispanic and White students.
- A higher proportion of Louisiana Middle School students currently smoke cigars, as compared to their counterparts nationally (12.5% and 7.1% respectively).

Ever Cigar Smokers
by gender, grade and race



Current Cigar Smokers
by gender, grade and race

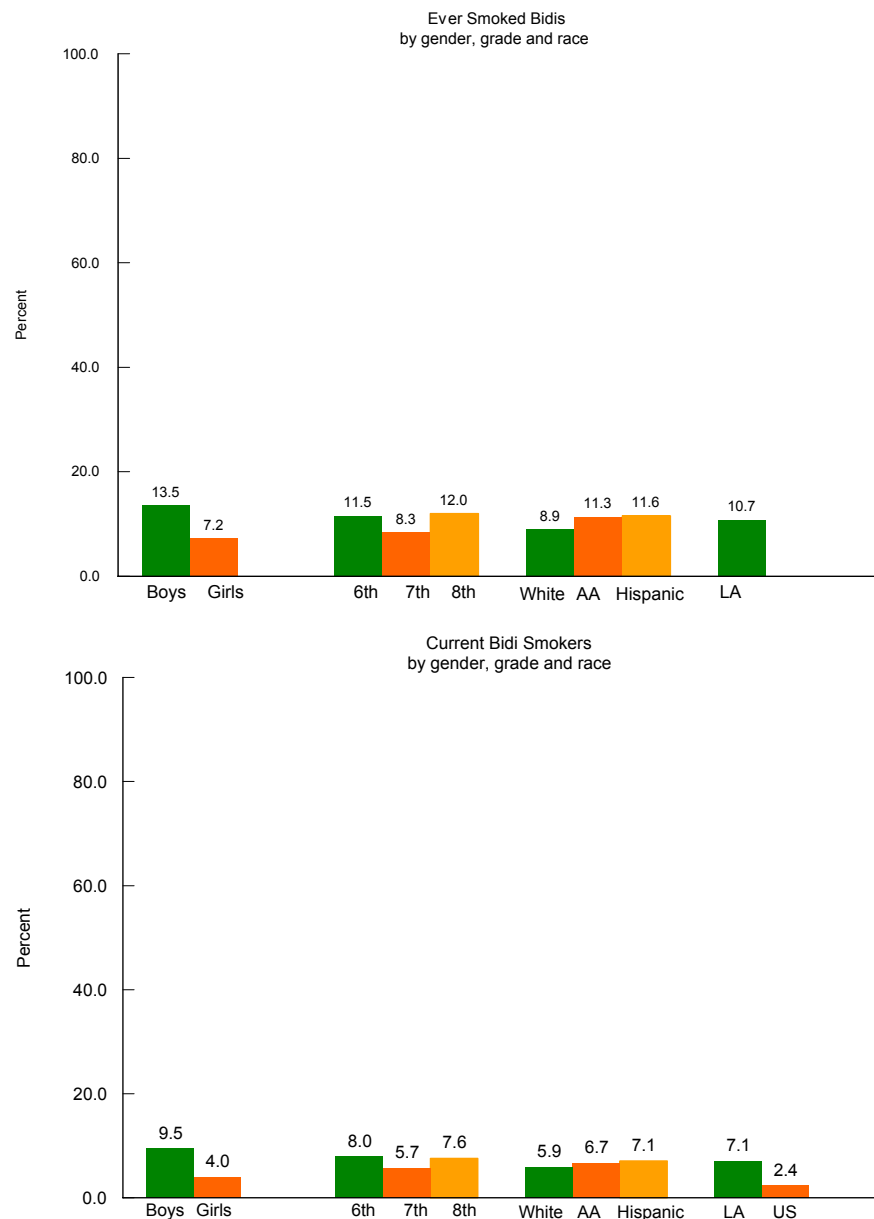


BIDI SMOKING

Students were asked if they had ever tried smoking bidis*, and about their use of bidis during the past 30 days. Students were considered to be “ever bidi users” if they had ever tried smoking bidis, and “current bidi smokers” if they smoked bidis on at least one of the 30 days preceding the survey.

- 17,700 Middle School students in Louisiana had ever tried smoking bidis.
- 12,000 Middle School students in Louisiana currently smoke bidis.
- Rates of current bidi smoking did not differ significantly across school grades.
- Boys were twice (9.5%) as likely to be current bidi smokers, as compared to girls (4.0%).
- Prevalence of current bidi smoking did not differ significantly among the various racial groups.
- Rates of current bidi smoking among Middle School students in Louisiana are three times that of the national median, (7.1% and 2.4% respectively).

*Bidis (or beedies) are small, brown cigarettes from India consisting of tobacco wrapped in a leaf and tied with a thread. Kreteks (also called clove cigarettes) are flavored cigarettes containing tobacco and clove extract. Bidis and Kreteks are two emerging forms of tobacco in the United States. MMWR, “Youth Tobacco Surveillance – United States 1998 - 1999” October 13, 2000 / Vol. 49/ No. SS-10.

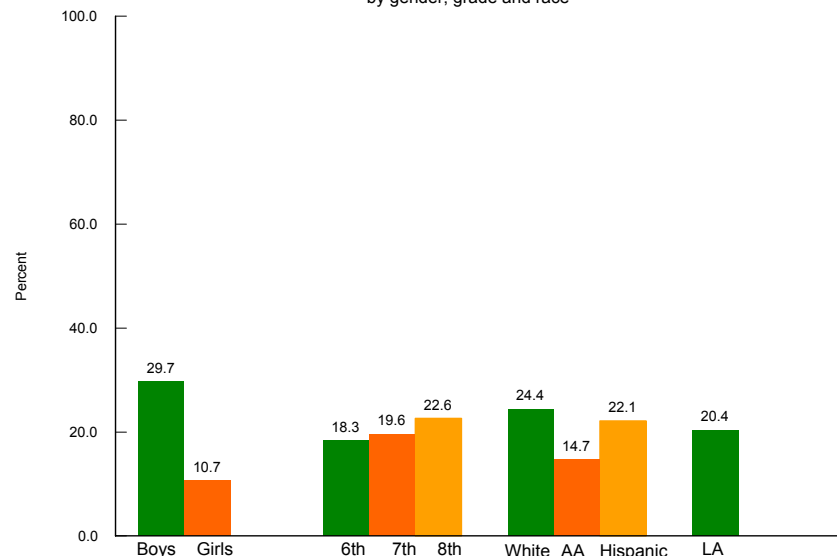


SMOKELESS TOBACCO USE

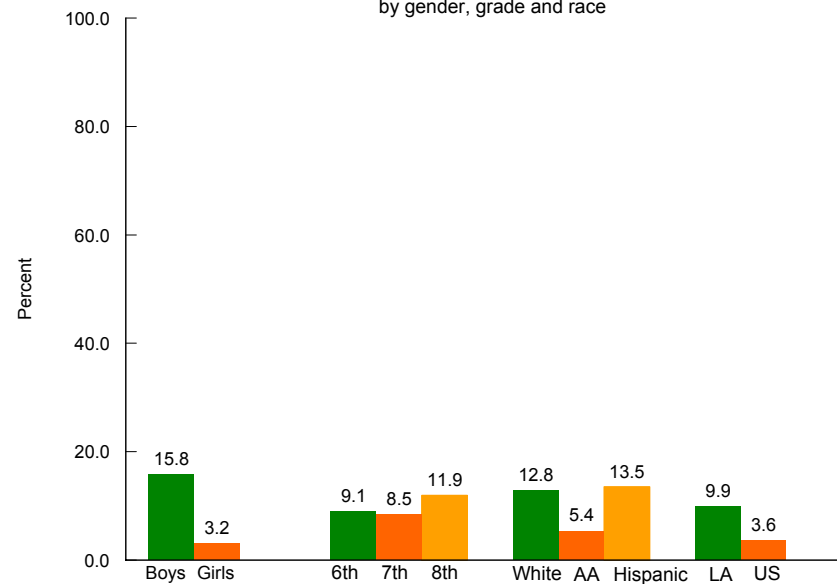
Students were asked if they had ever tried using chewing tobacco, snuff, or dip (such as Redman, Levi, Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen), and about their use during the past 30 days. Students were considered to be “ever smokeless tobacco users” if they had ever tried smokeless tobacco, and “current smokeless tobacco users” if they used smokeless tobacco on at least one of the 30 days preceding the survey.

- 33,000 Middle School students have ever tried smokeless tobacco.
- 16,200 Middle School students currently use smokeless tobacco.
- Use of smokeless tobacco did not vary significantly by school grade.
- A significant proportion of current smokeless tobacco users were boys as compared to girls (15.8% and 3.2% respectively).
- White students were significantly more likely (12.8%) to use smokeless tobacco products, as compared to African American students (5.4%).
- Use of smokeless tobacco among Middle School students in Louisiana was nearly three times that of the national median (9.9% and 3.6% respectively).

Ever Smokeless Tobacco Users
by gender, grade and race



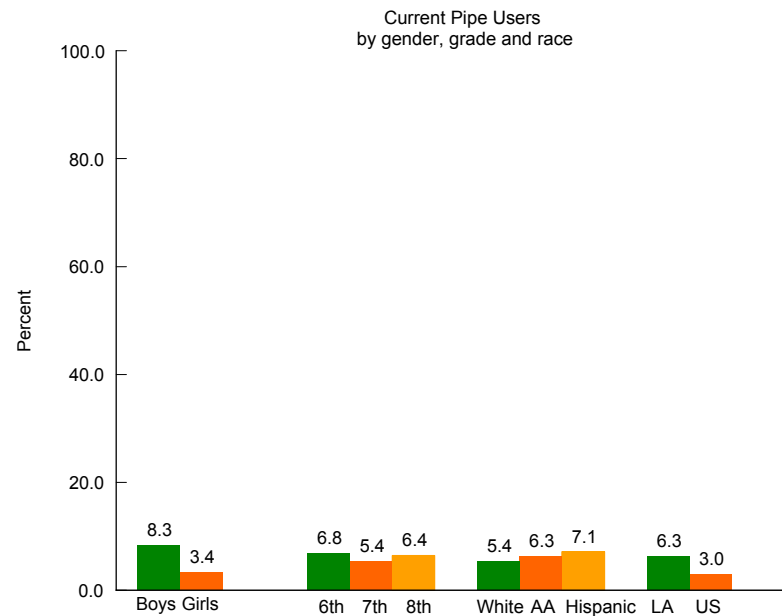
Current Smokeless Tobacco Users
by gender, grade and race



PIPE SMOKING

Students were asked about their use of a pipe for smoking tobacco during the past 30 days. Students were considered to be “current pipe tobacco users” if they smoked a pipe on at least one of the 30 days preceding the survey.

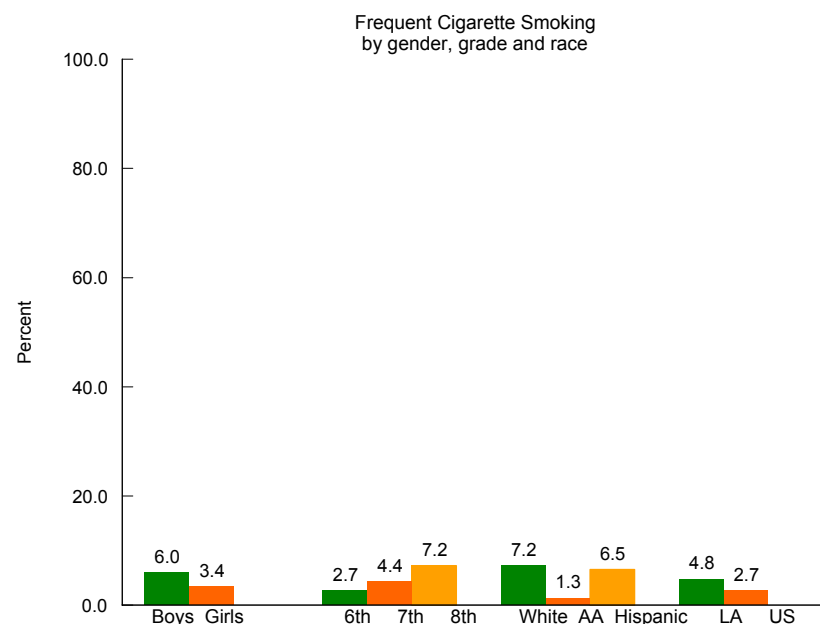
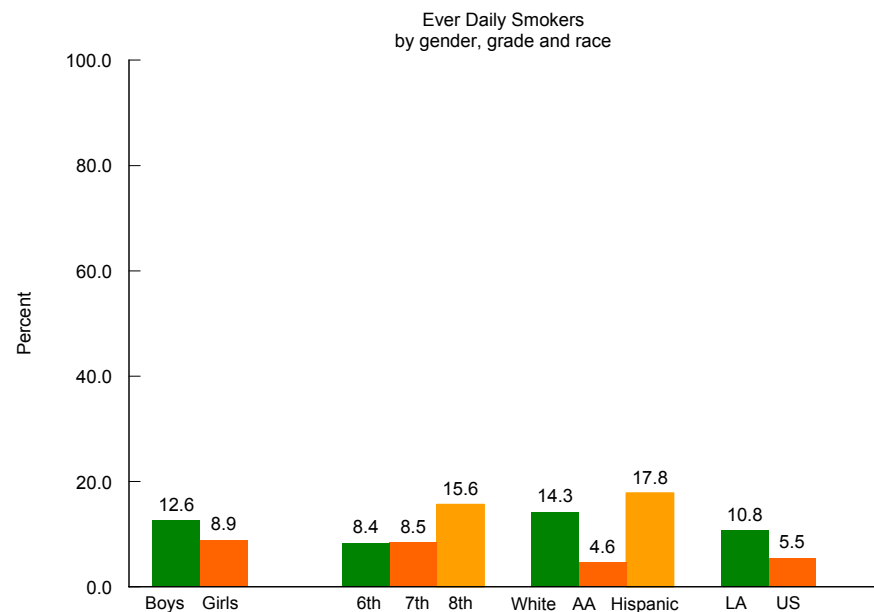
- 11,000 Middle School students in Louisiana currently smoke pipes.
- Pipe tobacco use among Middle School students in Louisiana did not differ significantly across school grades.
- Prevalence of pipe tobacco use was higher among boys, as compared to girls, (8.3% and 3.4% respectively).
- Rates of pipe tobacco use among Middle School students in Louisiana were twice that of the national median, (6.3% and 3.0% respectively).



ESTABLISHED CIGARETTE SMOKING

Two measures were used to assess established smoking patterns: ever daily smokers, defined as those who had smoked at least one cigarette per day for 30 days at some point in their lives, and frequent cigarette smokers, defined as those who smoked cigarettes on 20 or more of the past 30 days.

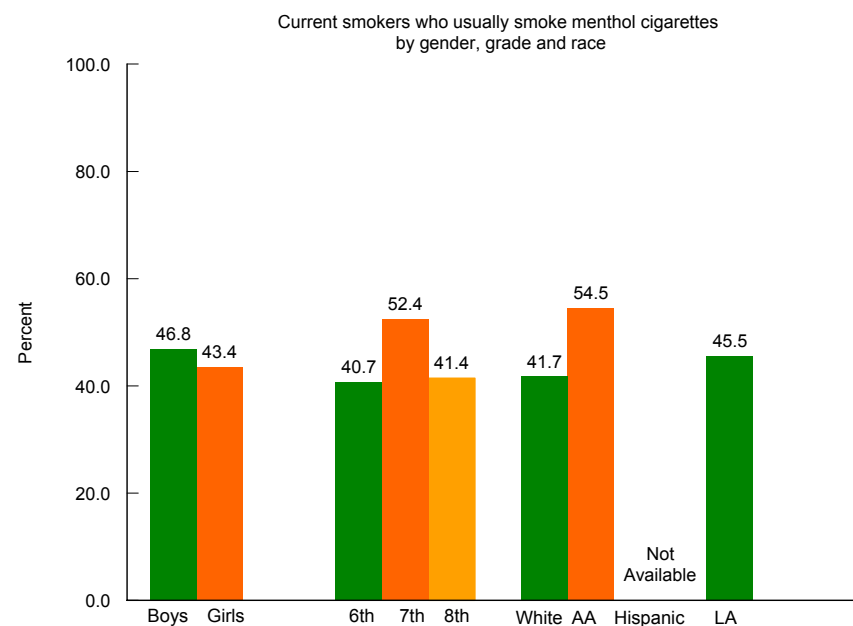
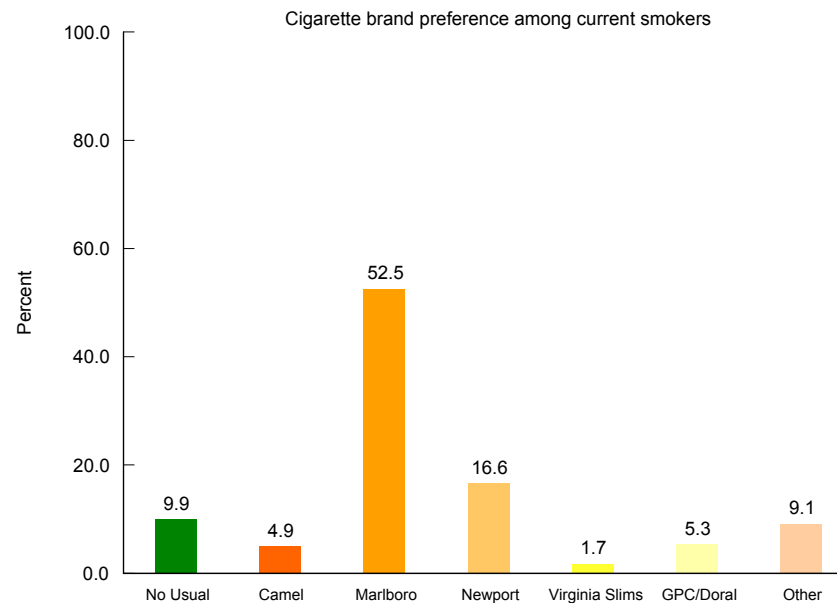
- 17,767 Middle School students in Louisiana have ever smoked at least one cigarette daily for 30 days.
- 7,800 Middle School students in Louisiana are frequent cigarette smokers.
- White students were three times more likely to have ever smoked daily as compared to African Americans (14.3% and 4.6% respectively).
- Prevalence of frequent smoking increased with each school grade, with 2.7% of 6th graders being frequent smokers, as compared to 7.2% of 8th graders.
- White students were significantly more likely to be frequent smokers, as compared to African American students (7.2% and 1.3% respectively).
- Middle School students in Louisiana were much more likely to have ever-smoked cigarettes daily, as compared to their national counterparts (10.8% and 5.5% respectively).



CIGARETTE BRAND PREFERENCE

Students were asked about their cigarette brand preference from the following: no usual brand, Camel, Marlboro, Newport, Virginia Slims, GPC, Basic or Doral, or some other brand. They were also asked whether they usually smoked menthol cigarettes. Results presented here are for current smokers.

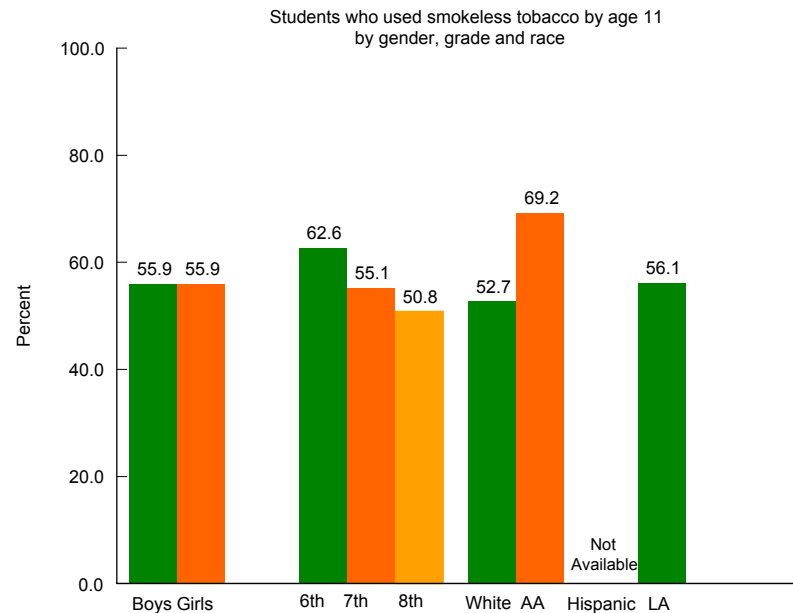
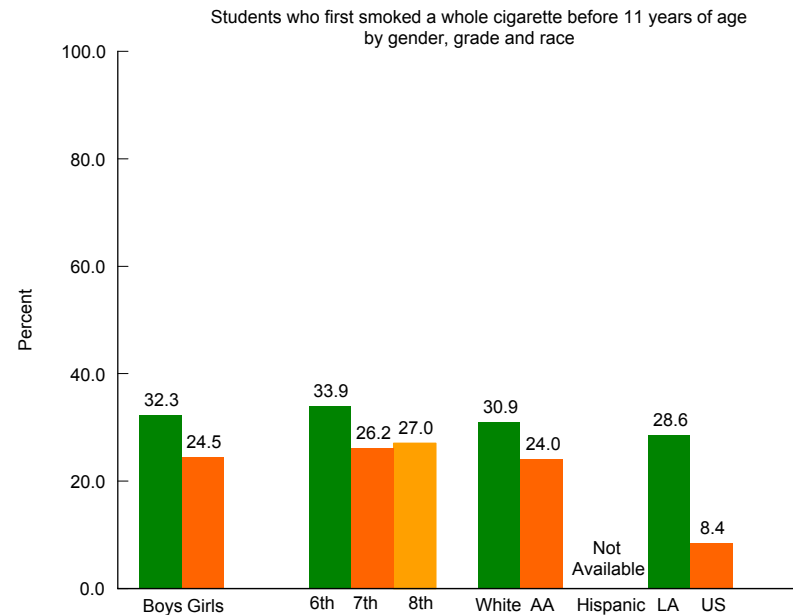
- The brands most preferred by current smokers were Marlboro (52.5%), Newport (16.6%), GPC/Doral (5.3%) and Camel (4.9%).
- White students were significantly more likely to smoke Marlboro as compared to African Americans (68.2% and 14.2% respectively). – *Data Not Shown*
- African Americans were significantly more likely than Whites to smoke Newport (53.9% and 35.4% respectively). – *Data Not Shown*
- African Americans (14.4%) were more likely to report that they had “no usual brand” as compared to Whites (8.4%). – *Data Not Shown*
- Almost one in two Middle School current smokers smoke menthol cigarettes. African American students were more likely (54.5%) to smoke menthol cigarettes as compared to White students (41.7%).



AGE FIRST USED A TOBACCO PRODUCT

Students were asked how old they were when they smoked a whole cigarette for the first time (among ever smokers) and the age at which they first used smokeless tobacco (among ever smokeless tobacco users). Results are presented for those who smoked their first cigarette and used smokeless tobacco before the age of 11.

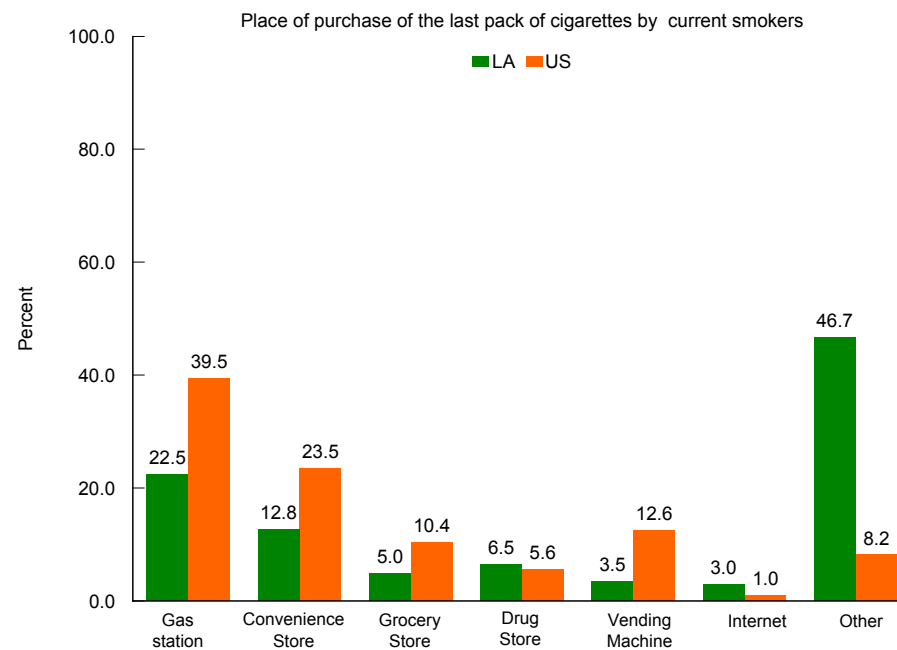
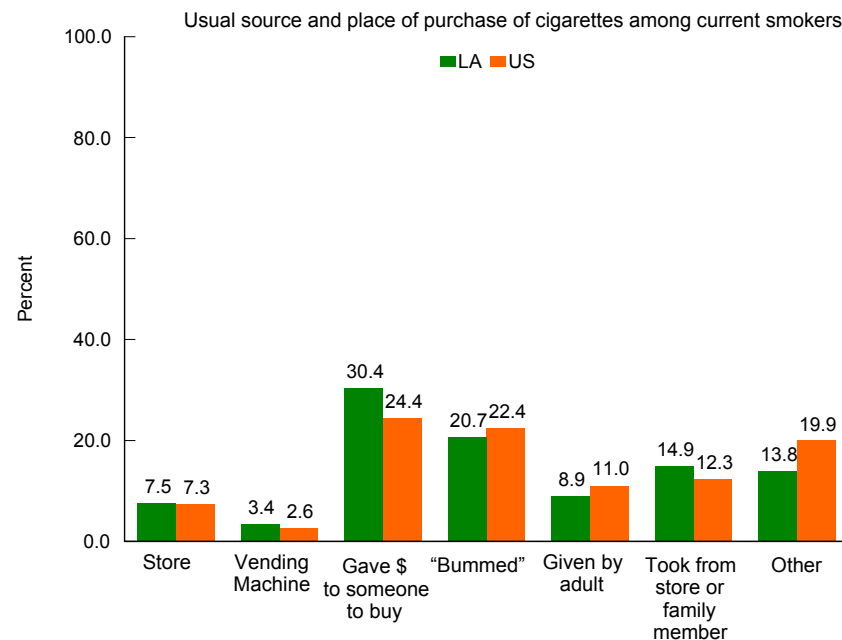
- 22,000 Middle School students in Louisiana smoked their first cigarette before the age of 11.
- 12,800 Middle School students in Louisiana used smokeless tobacco before the age of 11.
- Students in the 6th grade were more likely to have smoked their first cigarette before the age of 11, as compared to 8th graders (33.9% and 27.0% respectively).
- A higher proportion of boys (32.3%) smoked a whole cigarette before the age of 11, as compared to girls (24.5%).
- Middle School students in Louisiana were significantly more likely to have smoked their first cigarette before the age of 11, as compared to their counterparts nationally (28.6% and 8.4% respectively).
- Sixth grade students were more likely to have used smokeless tobacco before the age of 11, as compared to 8th graders (62.6% and 50.8% respectively).
- African American students were more likely to have used smokeless tobacco before the age of 11, as compared to Whites (69.2% and 52.7% respectively).



USUAL SOURCE & PLACE OF PURCHASE

Students were asked how they usually obtained cigarettes during the past 30 days. Students were also asked where they bought their last pack of cigarettes. The results displayed here are for current smokers.

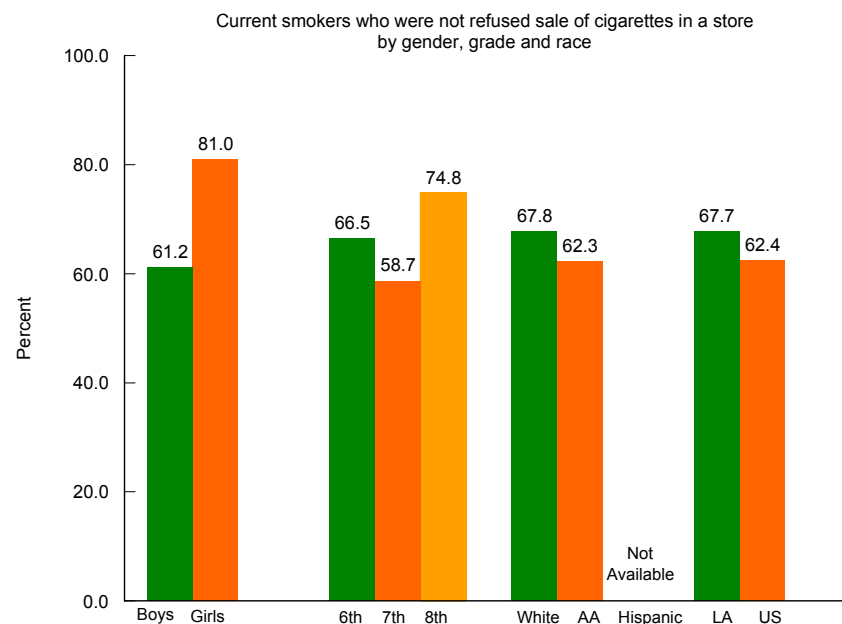
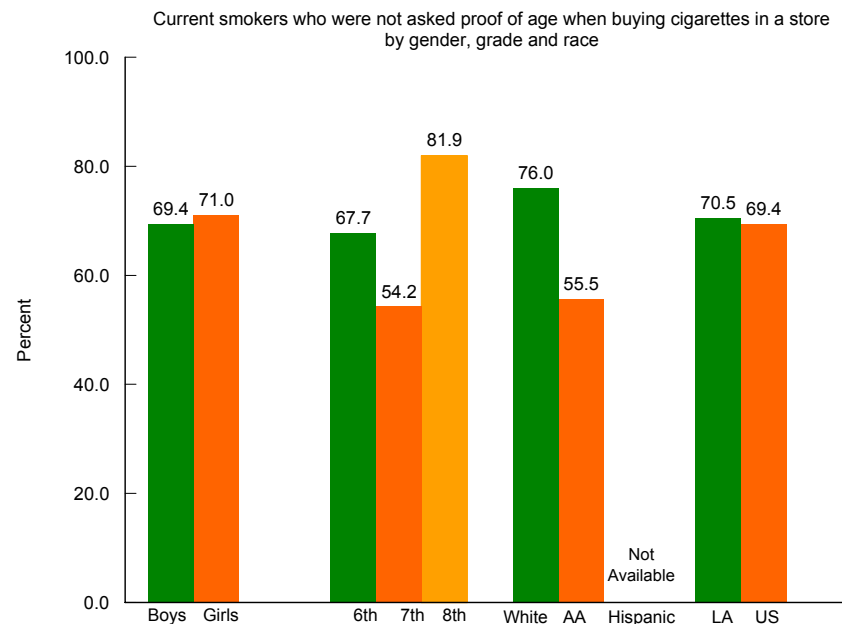
- A great majority of the Middle School students usually asked someone else to buy their cigarettes for them (30.4%), or borrowed or “bummed” them from someone (20.7%).
- Stealing from a store or a family member (14.9%), or getting them some other way (13.8%) were also important usual sources for obtaining cigarettes by Middle School students.
- Gas stations (22.5%) and convenience stores (12.8%) were the most common places to buy cigarettes.
- Nearly half (46.7%) of the Middle School students bought their last pack of cigarettes from a vendor other than a gas station or convenience store.



REQUEST & REFUSAL OF SALE TO MINORS

Students were asked if they were asked to show proof of age when they tried to buy cigarettes in the past 30 days. They were also asked if during the past 30 days anyone refused to sell them cigarettes because of their age. The results displayed here are for current smokers who were less than 18 years of age, and who tried to buy cigarettes at a store in the past 30 days.

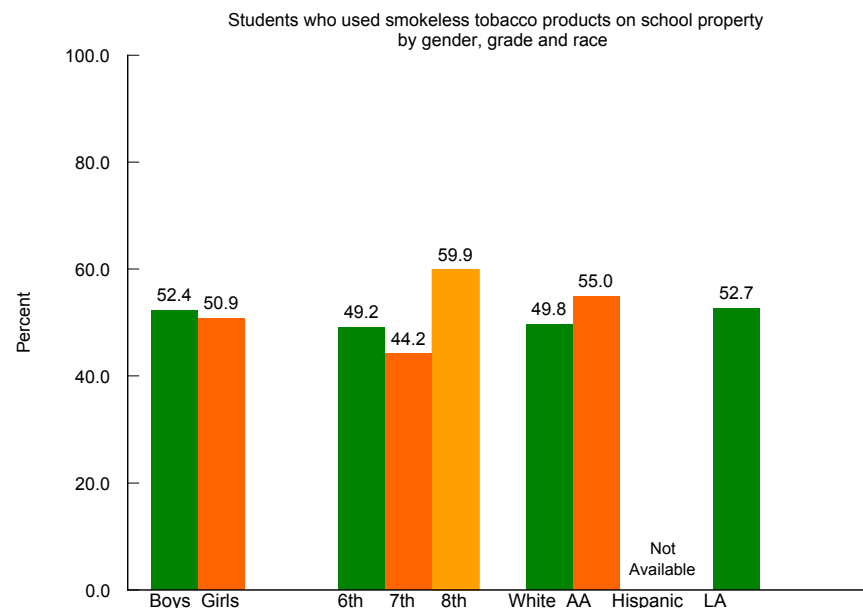
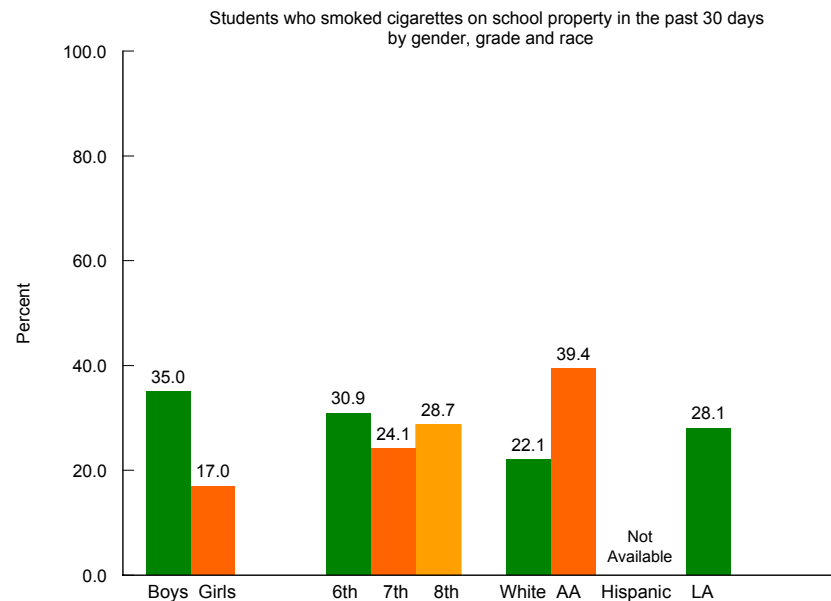
- 70.5% of the Middle School current smokers were not asked to show proof of age when buying cigarettes during the 30 days preceding this survey.
- A greater proportion of White students (76.0%) were not asked for proof of age as compared to African American students (55.5%).
- Middle School students in Louisiana did not differ significantly from their national counterparts in being asked for proof of age when trying to purchase cigarettes in a store.
- 67.7% of the current smokers in Louisiana, under the age of 18, were not refused a sale of cigarettes during the 30 days preceding the survey.
- Gender differences were significant for refusal of underage sales, with a greater proportion of girls (81.0%) not being refused the sale of cigarettes, as compared to boys (61.2%).
- Middle School current smokers in Louisiana were less likely to have been refused a sale of cigarettes, as compared to students nationwide (67.7% and 62.4% respectively).



TOBACCO USE ON SCHOOL PROPERTY

Tobacco use on school property can be used as an indicator of the existence and/or enforcement of tobacco-free zone policies. Students were asked on how many days during the past 30 days they smoked cigarettes, or used smokeless tobacco on school property. The results presented are for current smokers and current smokeless tobacco users.

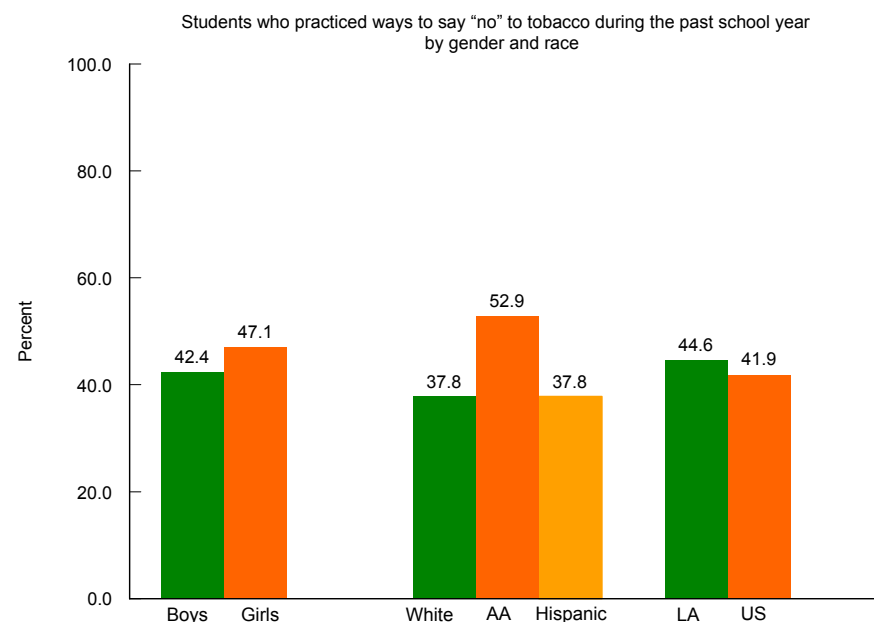
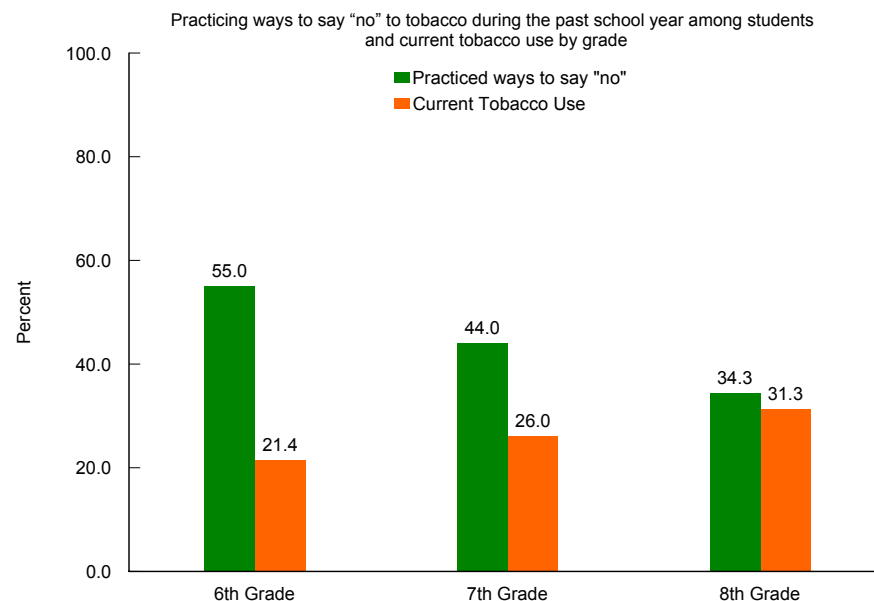
- 7,542 current smokers smoked on school property in the 30 days preceding the survey.
- 5,100 Middle School students who currently use smokeless tobacco products used smokeless tobacco on school property in the 30 days preceding the survey.
- Middle School students, who currently smoked, did not differ significantly by school grade in reporting smoking on school property.
- Boys were twice as likely to smoke on school property as compared to girls (35.0% and 17.0% respectively).
- Current smokers differed significantly by race, with a greater proportion of African Americans reporting smoking on school property, as compared to White students (39.4% and 22.1% respectively).
- Significant differences were not observed by gender and grade, but a greater proportion of African American students used smokeless tobacco on school property as compared to Whites.



PRACTICING TOBACCO REFUSAL SKILLS IN CLASS

Students spend a significant part of their time at school and acquire many of their skills and knowledge at school. Therefore, schools provide the perfect setting for the promotion of the prevention of tobacco to students. Students were asked if they had practiced ways to say “no” to tobacco in any of their classes during the past school year. The results are for all students.

- 73,800 Middle School students in Louisiana practiced tobacco refusal skills during the school year.
- 55.0% of the 6th graders practiced ways to say “no” to tobacco, as compared to 34.3% of the 8th graders.
- Girls were more likely (47.1%) to practice tobacco refusal skills as compared to boys (42.4%).
- African American students were significantly more likely to practice ways to say “no” to tobacco use, as compared to Whites (52.9% and 37.8% respectively).
- The prevalence of current tobacco increased as the proportion of students practicing refusal skills declined.
- Students in Louisiana were more likely (44.6%) to practice tobacco refusal skills, as compared to students nationwide (41.9%).

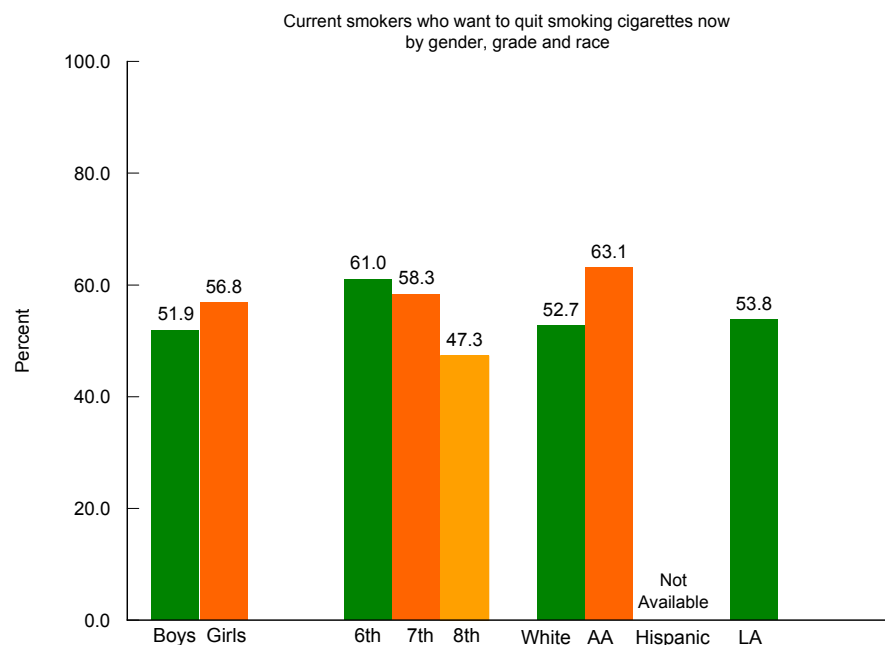
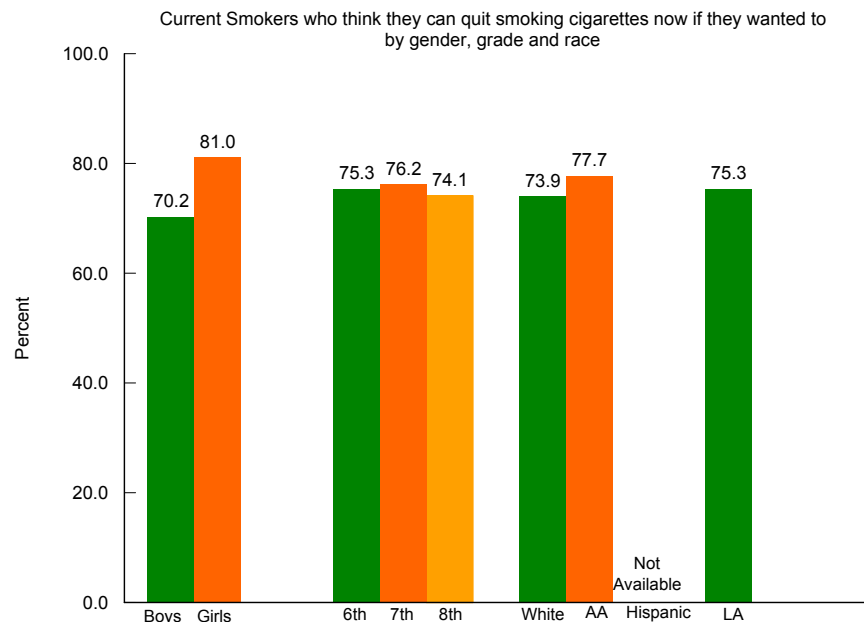


CESSATION BELIEFS

The continuum of smoking behavior among children and adolescents can be described in five stages: preparation, trying, experimentation, regular smoking, and nicotine dependence, or addiction. Persons who have smoked can discontinue at any stage, but quitting becomes more difficult as smokers progress through the continuum and become increasingly dependent on nicotine*. To assess their readiness to quit smoking, students were asked if they would be able to quit smoking cigarettes immediately if they wanted to, and whether they had the desire to quit smoking now. The results displayed are for current smokers.

- One out of three (75.3%) current smokers in Middle School in Louisiana think they would be able to quit smoking if they wanted to, however, only one out of two (53.8%) current smokers wanted to quit.
- Beliefs about being able to quit smoking did not differ by grade, but females were more likely (81.0%) to believe that they would be able to quit when compared to males (70.2%).
- More African Americans thought that they could quit smoking if they wanted to, as compared to Whites (77.7% and 73.9% respectively).
- Desire to quit smoking was shown to decrease with each additional school grade. Students in the 6th grade were more likely to state that they wanted to quit smoking, as compared to 8th graders, (61.0% and 47.3% respectively).
- Significant differences did not exist in gender and racial groups with relation to wanting to quit smoking cigarettes.

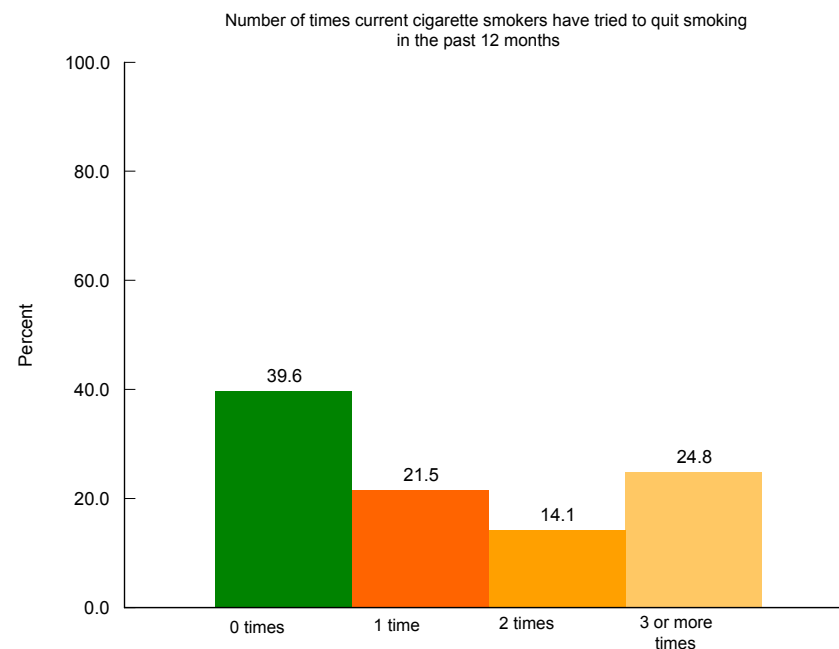
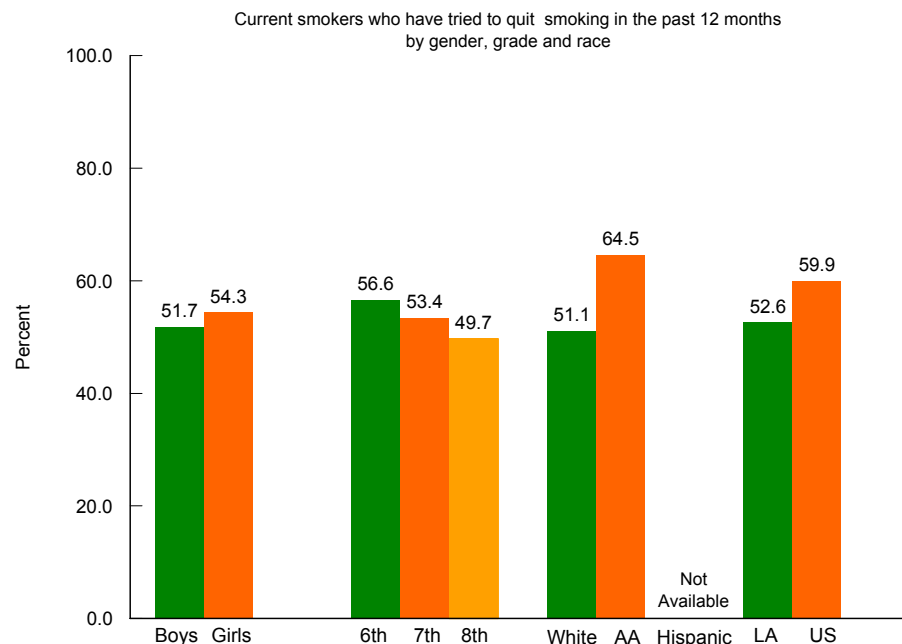
*Preventing tobacco use among young people: a report of the Surgeon General. Atlanta, Georgia: US Department of Health and Human Services, Public Health Service, CDC, 1994.



QUIT ATTEMPTS AMONG CURRENT SMOKERS

Two questions were used to determine the efforts of students to stop smoking. The first question asked if they had tried to quit smoking during the past 12 months, and the second question asked how many times they have ever tried to quit smoking. The results shown are for current smokers.

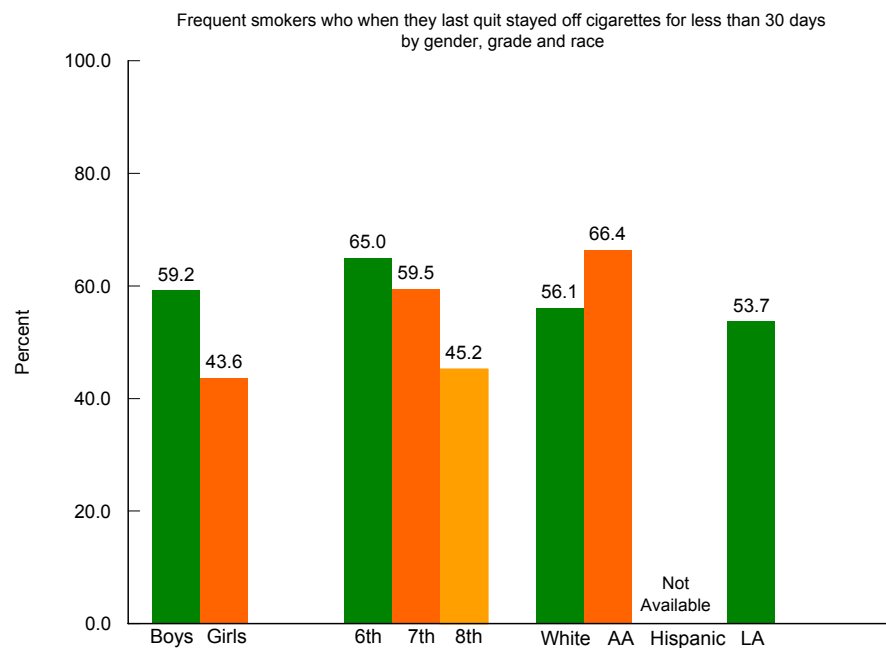
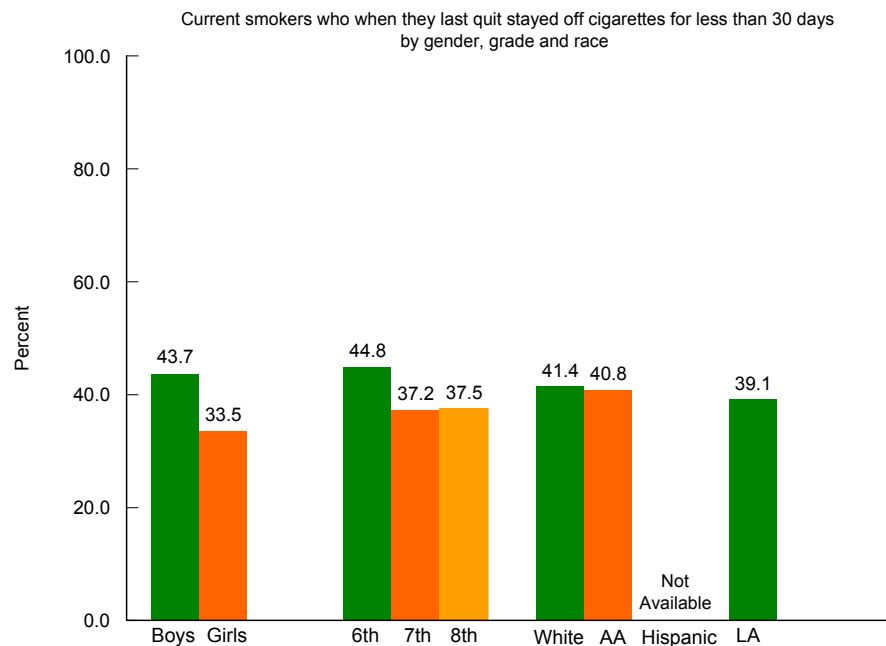
- 12,100 current smokers in Louisiana public Middle Schools have tried to quit smoking in the past 12 months.
- The proportion of current smokers who have tried to quit smoking is higher among 6th graders, as compared to 8th graders (56.6% and 49.7% respectively).
- Middle School students did not differ by gender or racial categories in having tried to quit cigarette smoking.
- 60.4% of the current smokers had tried to quit at least once in their lives:
 - 21.5% have tried to quit once
 - 14.1% have tried to quit twice
 - 24.8% have tried to quit 3 or more times
- Middle School students in Louisiana were less likely to try to quit smoking, as compared to students nationally (52.6% and 59.9% respectively).



LENGTH OF LAST QUIT ATTEMPT

Length of last quit attempt can be used as an indicator of the degree of addiction, as well as the probability of relapse. Students were asked how long they had stayed off cigarettes the last time they tried to quit. The results shown here are for current smokers who have ever tried to quit smoking.

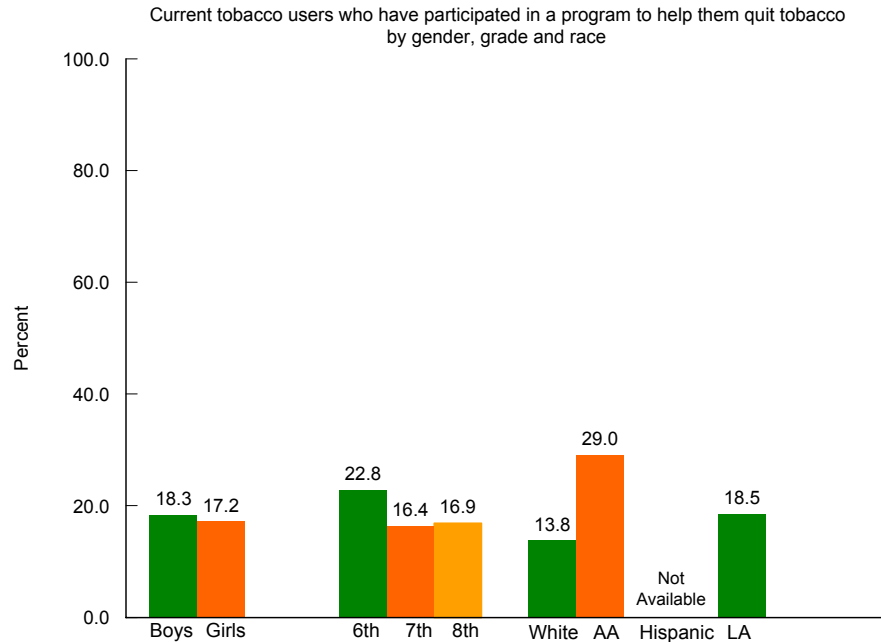
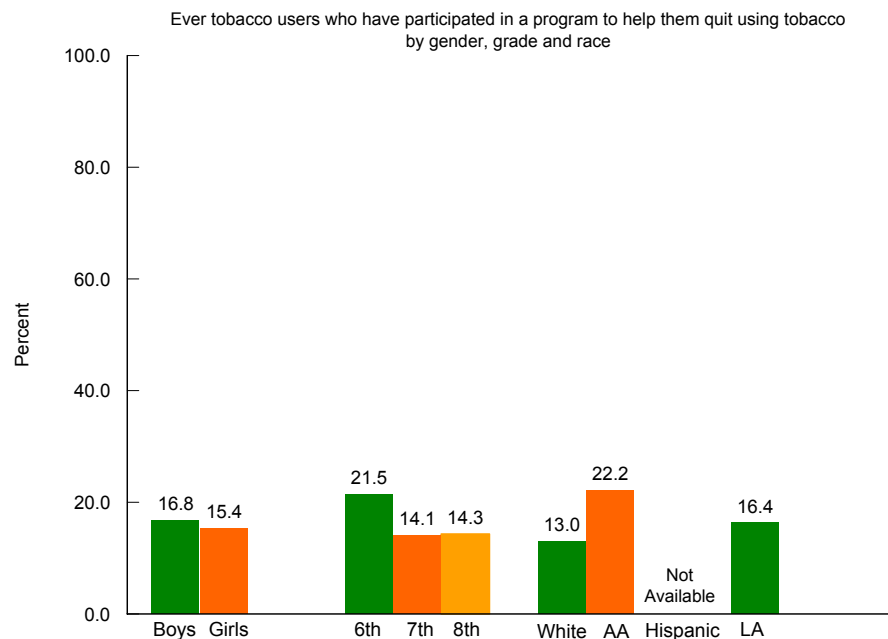
- More than a third (39.1%) of the Middle School current smokers were unable to stay off cigarettes for at least one month during their last attempt to quit.
- More than one in two Middle School frequent smokers (53.7%) were unable to stay off cigarettes for less than a month during their last attempt to quit smoking.



PARTICIPATION IN CESSATION PROGRAMS

To assess participation in cessation programs, students were asked if they had ever participated in a program to help them quit using tobacco. The results presented are for any tobacco product user.

- Of the Middle School students who had ever used tobacco products, only 16.4% participated in a program to help them quit using tobacco. Current tobacco users did not differ from ever tobacco users in their participation in programs to help kids quit tobacco use.
- Participation in programs to help quit tobacco use decreased with each increasing grade. Among 6th graders, 21.5 % of ever users and 22.8% of current tobacco users had participated in a program to help them quit tobacco, as compared to only 14.3% of ever and 16.9% of 8th grade current tobacco users.
- African American ever and current tobacco users were more likely (22.2% and 29.0% respectively) to have participated in a program to help quit tobacco use as compared to White ever and current tobacco users (13% and 13.8% respectively).

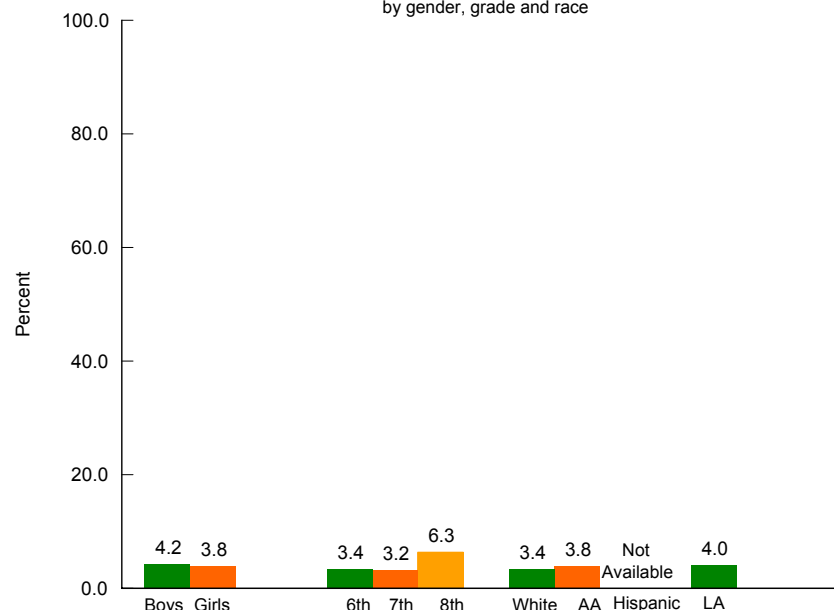


SUSCEPTIBILITY TO SMOKING

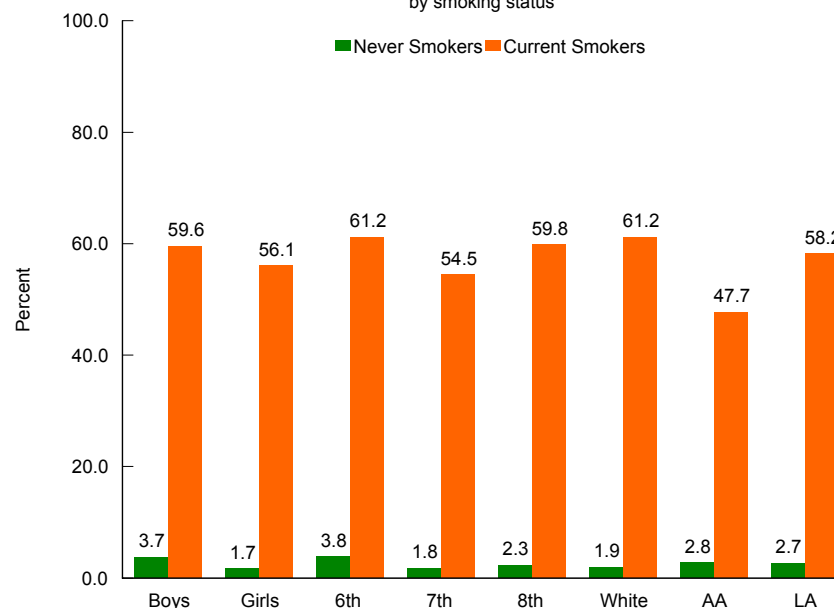
Several factors are known to influence why kids start smoking. To determine susceptibility to smoking, students were asked the following questions: Do you think you will try a cigarette soon? Do you think you will be smoking five years from now? Results are presented for never and current smokers.

- A very small fraction (4.0%) of Louisiana Middle School students defined as “never smokers” stated that they would try a cigarette soon.
- There were no significant differences by gender, grade or race.
- A small proportion (2.7%) of “never smokers” think they will be smoking cigarettes five years from now, as compared to nearly one in two (47.7%) of current smokers.
- “Never smokers” did not differ by gender, grade, or race in their opinion of whether they would be smoking cigarettes five years from now.

Students who have never smoked who think they will try a cigarette soon by gender, grade and race



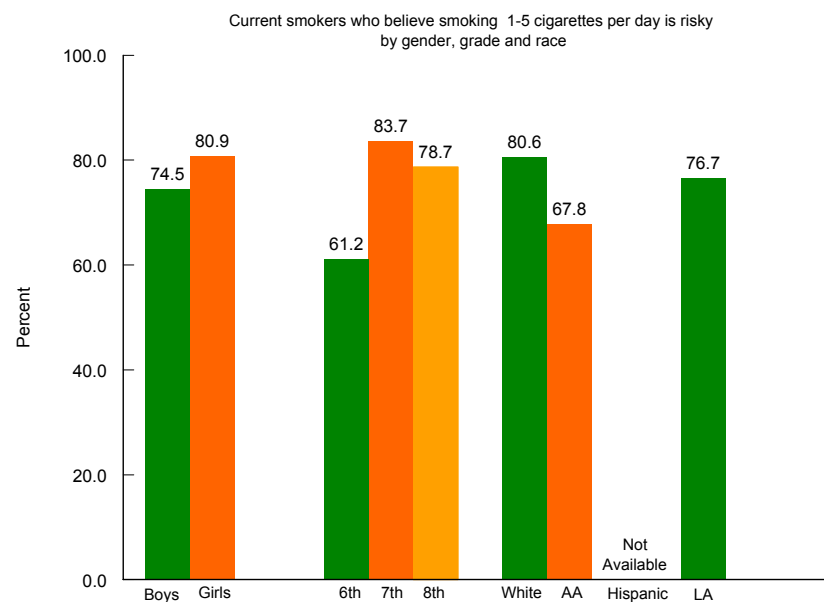
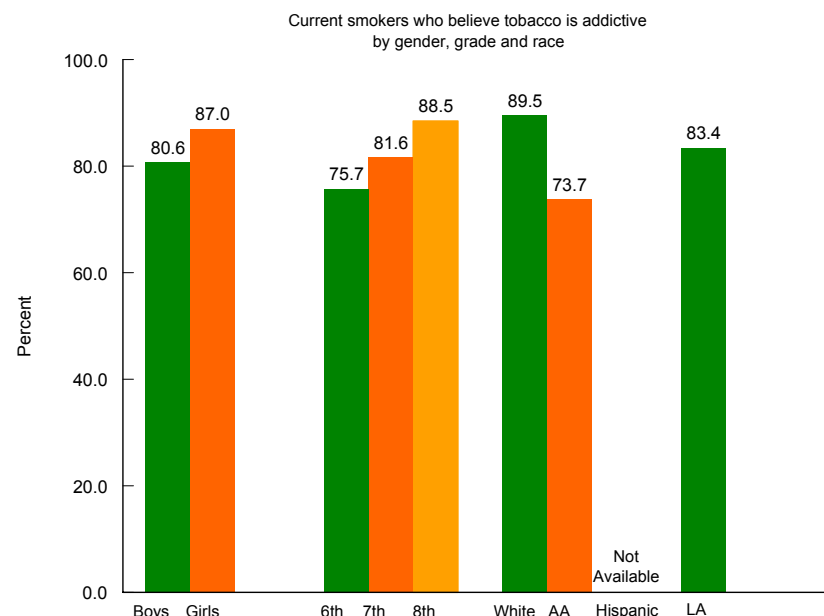
Students who think they will be smoking cigarettes 5 years from now by smoking status



HEALTH BELIEFS ABOUT TOBACCO USE

Perceptions of the health risks associated with tobacco use are key to understanding the factors predicting tobacco use. Students responded to questions that asked if people could be addicted to tobacco, just like cocaine or heroin, and if young people who smoke one to five cigarettes a day risk doing harm to themselves. Results are presented here for “current smokers” who responded definitely, or probably yes.

- More than four out of five Middle School current smokers in Louisiana believe that people can get addicted to tobacco, just like cocaine or heroin. An equal proportion of never smokers (85.4%) also have similar beliefs – *Data not shown*.
- Significant differences were not observed within gender and grade categories among Middle School students in their beliefs about the addictive potential of tobacco.
- African American current smokers are significantly less likely (73.7%) to think that people can get addicted to tobacco, just like cocaine or heroin, as compared to White current smokers (89.5%).
- Three out of four current smokers in Middle Schools in Louisiana believe that young people who smoke one to five cigarettes a day will risk harming themselves. A greater proportion of never smokers (83.8%) believe that young people risk harming themselves when smoking one to five cigarettes per day. – *Data not shown*.
- African American current smokers, as compared to White current smokers, are significantly less likely to believe that smoking one to five cigarettes per day is harmful (67.8% and 80.6% respectively).

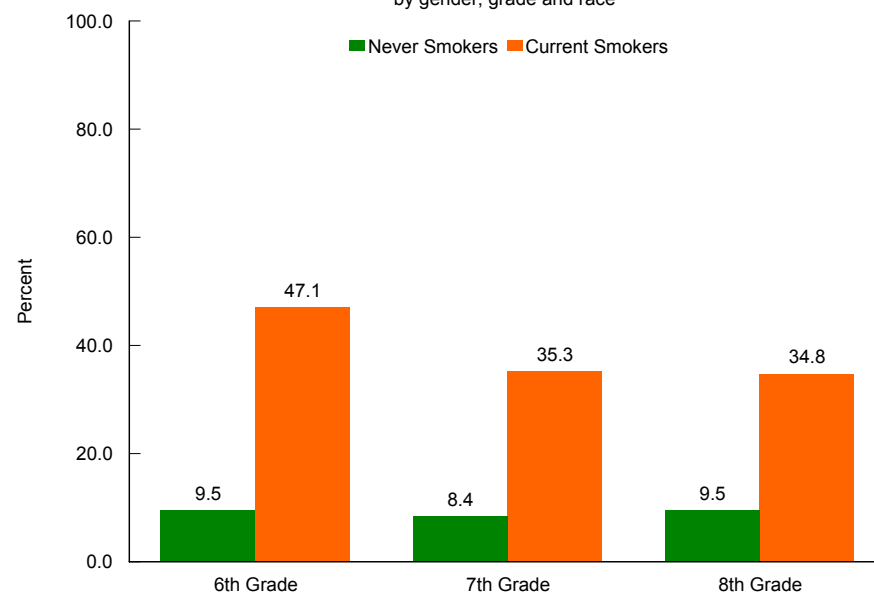


SHORT TERM SMOKING HEALTH BELIEFS

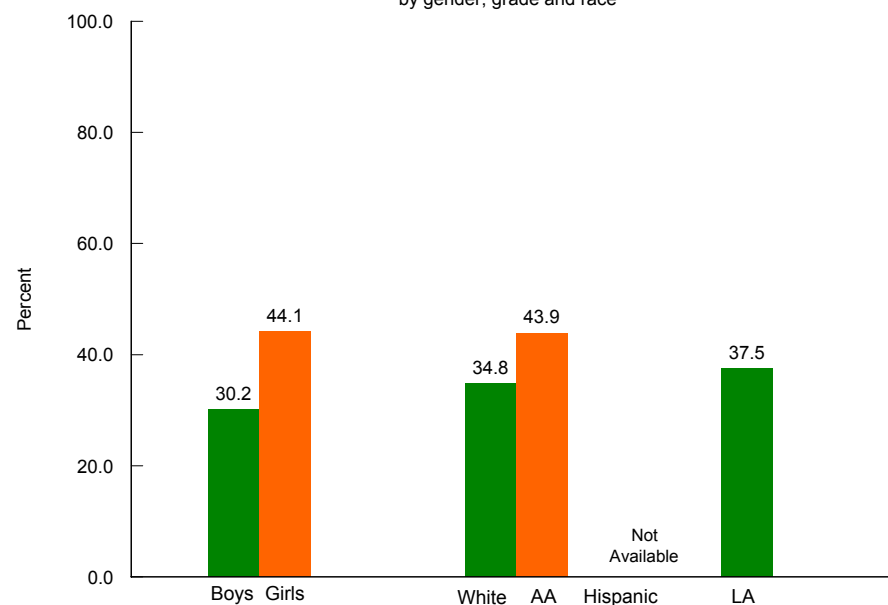
To assess the perception of health risks associated with smoking for a short duration of time, students were asked if it was safe for a person to smoke for only a year or two, as long as they quit after that. The results presented are for students who responded definitely, or probably yes.

- Across all school grades, current smokers were more likely to believe that it is safe to smoke for a year or two, as long as one quits after that.
- Current smokers in the 8th grade were less likely to think that it is safe to smoke a year or two compared to current smokers in the 6th grade (34.8% and 47.1% respectively).
- Among current smokers, girls more than boys believed that it would be safe to smoke a year or two, as long one quits after that (44.1% and 30.2% respectively).
- African American current smokers were more likely to believe that it is safe to smoke a year or two, as compared to White current smokers (43.9% and 34.8% respectively).

Students who believe it is safe to smoke for 1 or 2 years as long as you quit after that by gender, grade and race



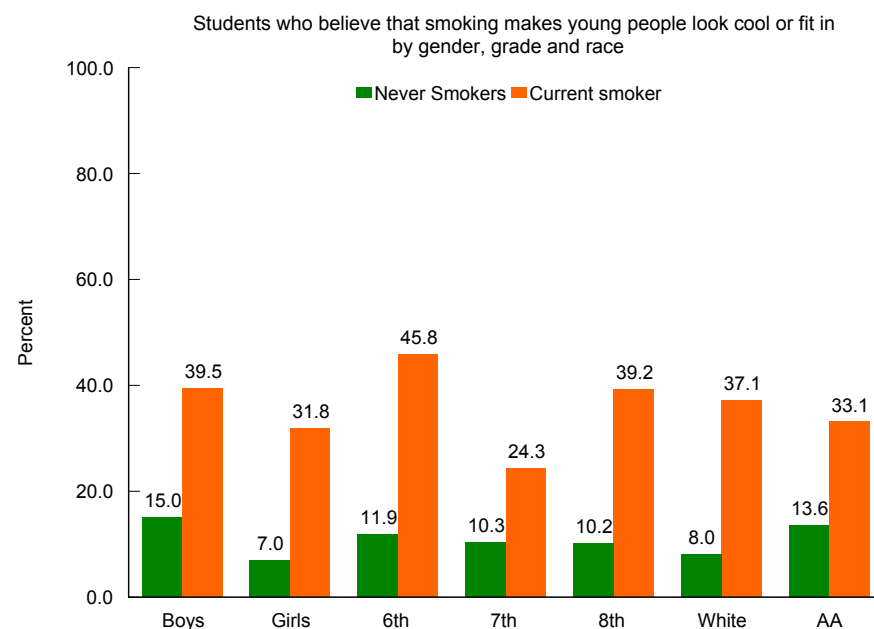
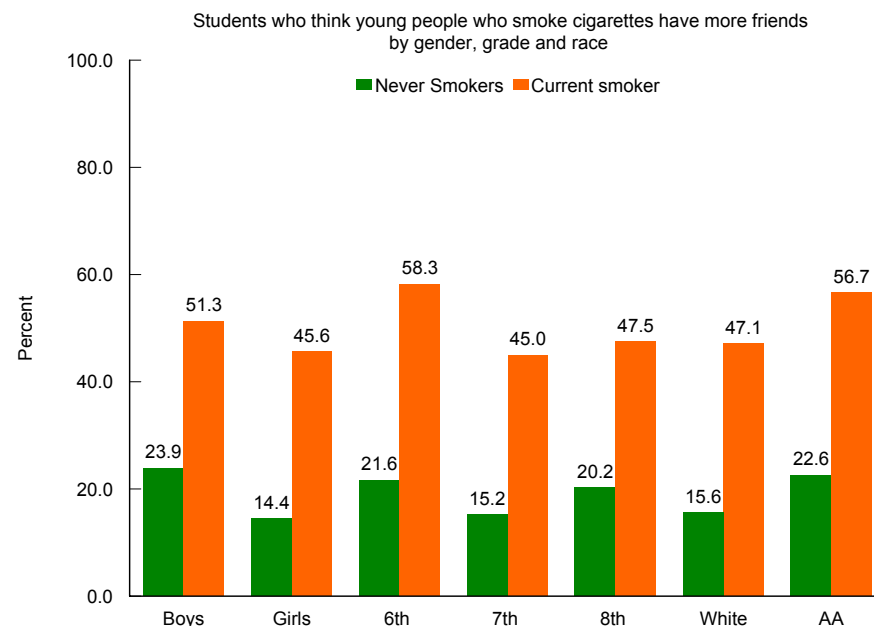
Current smokers who think it is safe to smoke 1 or 2 years as long as you quit after that by gender, grade and race



SOCIAL BELIEFS ABOUT SMOKING

Perception of smoking as a socially acceptable phenomenon can influence future behavior patterns. To determine the social perceptions of smoking, students were asked if people who smoke have more friends and if smoking makes young people look “cool” or helps them to “fit in”. The results presented are for students who responded definitely, or probably yes.

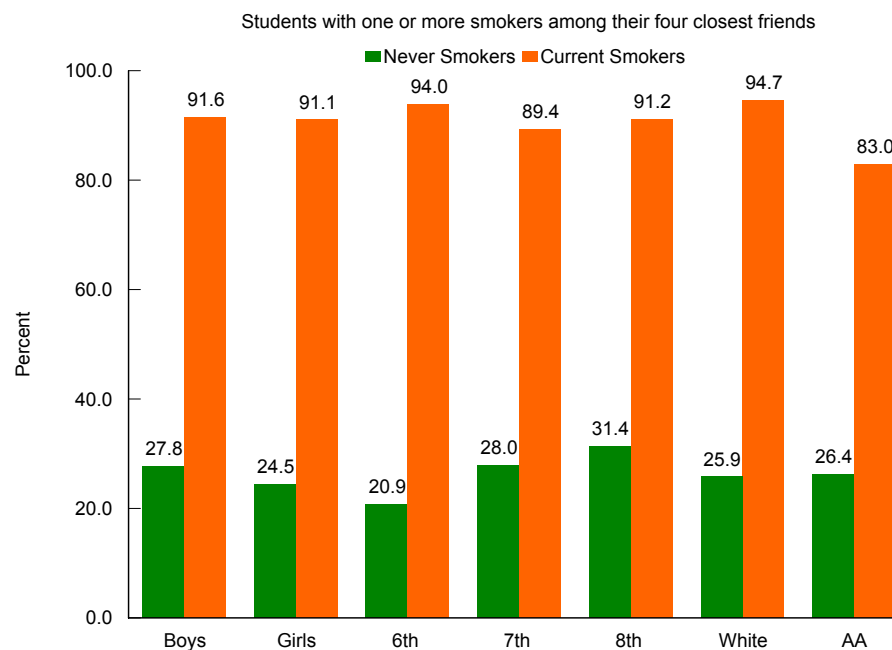
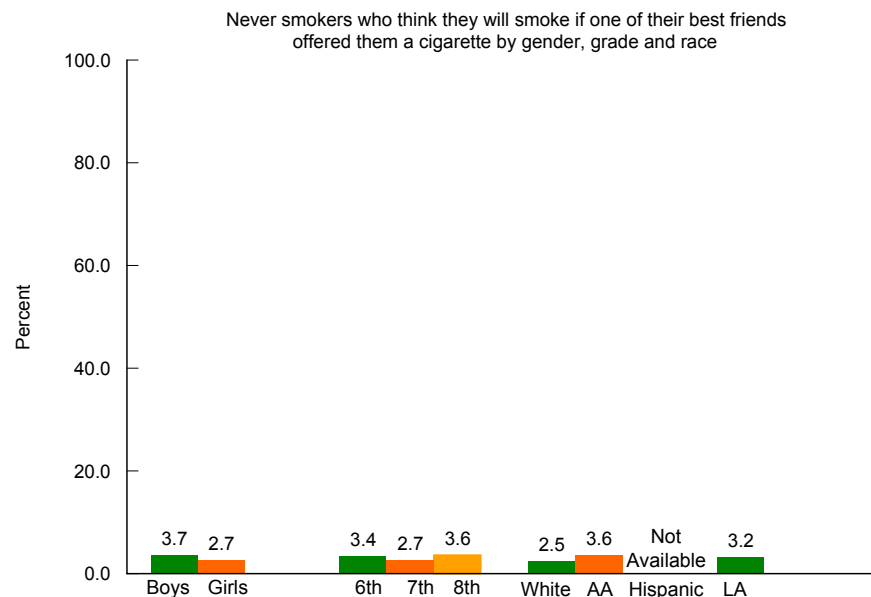
- One in two Middle School current smokers (49.1%) believe that young people who smoke cigarettes have more friends as compared to 18.9% of never smokers. – *data not shown*
- 6th grade current smokers were more likely than 8th grade current smokers to think that young people who smoke have more friends (58.3% and 47.5% respectively).
- African American never and current smokers were more likely (22.6% and 56.7% respectively) to believe that young people who smoke have more friends, as compared to White never and current smokers (15.6% and 47.1% respectively).
- One in three Middle School current smokers (35.8%) think that smoking makes young people look “cool” or that it helps them to “fit in” socially, as compared to 10.1% of never smokers. – *data not shown*
- Current smokers did not differ significantly within gender, grade or race categories in believing that smoking makes young people look “cool” or that it helps them to “fit in” socially.



SMOKING AMONG PEER GROUPS

Peer influences play a major role in shaping individual behavioral patterns. To assess smoking patterns among peer groups, students were asked how many of their four closest friends smoked cigarettes, and if they would smoke a cigarette if their best friend offered them one. The results displayed here are for never and current smokers (where applicable).

- Middle School students in Louisiana who have never smoked were unlikely (96.8%) to smoke, even if they were offered a cigarette by one of their close friends.
- There were no significant differences by gender, grade or race among never smokers in stating that they would not smoke, even if offered a cigarette by one of their best friends.
- Nine out of ten Middle School current smokers (91.3%) had at least one close friend who smoked, as compared to 26.1% of current smokers – *data not shown*
- Current smokers did not differ by gender, or grade levels in stating that at least one of their four closest friends smoked cigarettes.

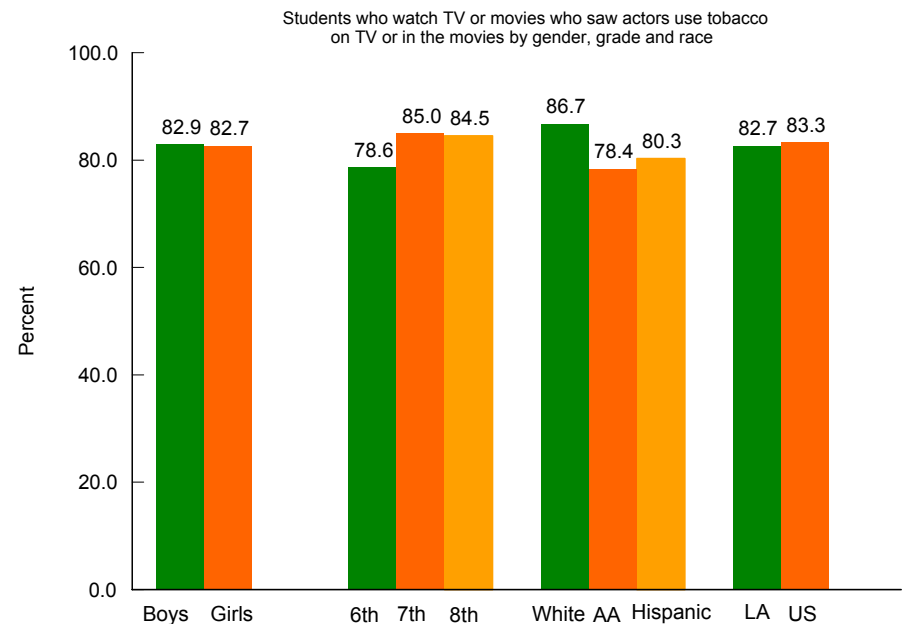
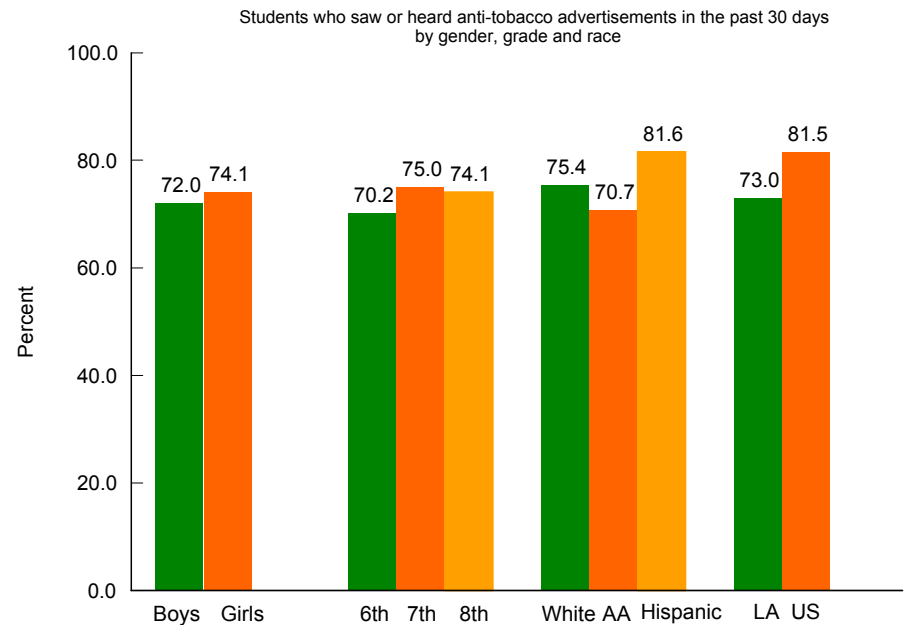


MEDIA INFLUENCE AND TOBACCO USE

Tobacco advertising and promotion activities can both stimulate adult consumption and increase the risk of youth consumption*. Students' exposure to tobacco advertising was assessed through several questions including: Had they seen or heard anti-tobacco advertisements on the radio, television or the Internet in the past 30 days, and did they notice actors using tobacco on television, or in movies. The results presented are for students reporting listening to the radio, watching television, using Internet and /or going to the movies.

- Three out of four Middle School students (73.0%) in Louisiana saw or heard anti-tobacco ads on radio, television or the Internet in the past 30 days.
- Middle School students in Louisiana did not differ significantly across gender, grade or race categories in seeing or hearing anti-tobacco ads on radio, television or Internet.
- Current smokers and never smokers were equally likely to have seen or heard anti-tobacco messages on radio, television or the Internet in the past 30 days (74.2% and 72.8% respectively). – *Data not shown*
- Eight out of ten (82.7%) Middle School students in Louisiana have seen actors using tobacco on television or in movies.
- White students were significantly more likely to report having seen actors use tobacco on TV or in movies, as compared to African American students (86.7% and 78.4% respectively).
- Students did not differ by gender or grade levels in having seen actors use tobacco on television, or in movies.

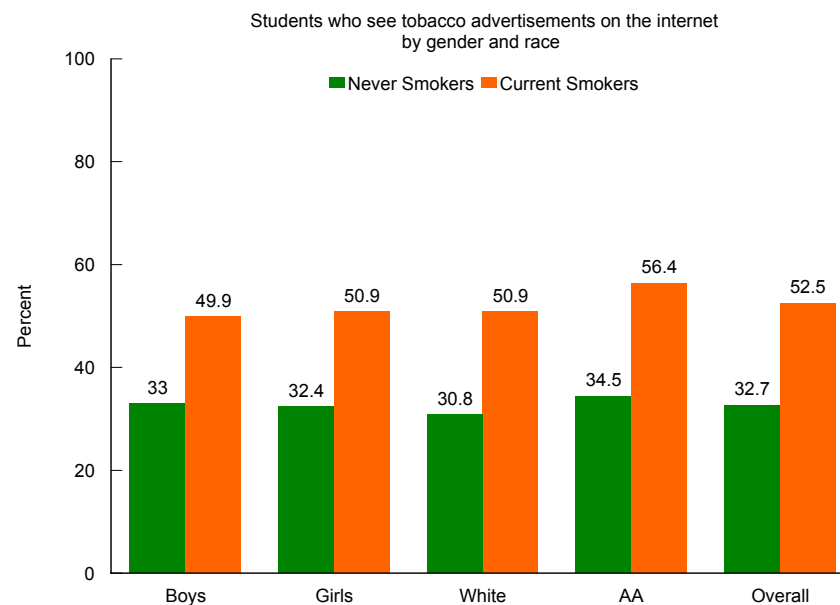
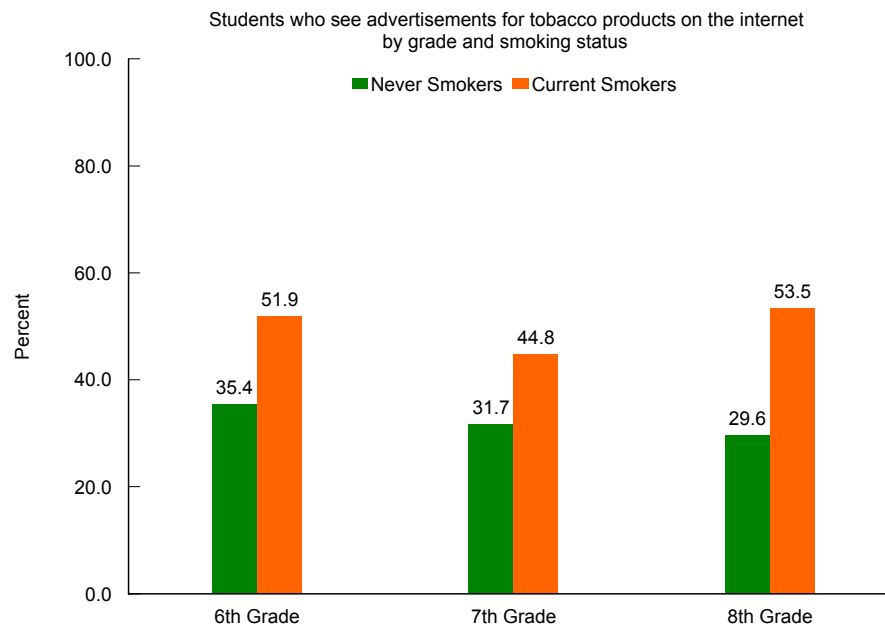
*Preventing tobacco use among young people: A report of the Surgeon General. Atlanta, GA: Department of Health and Human Services, Public Health Service, CDC, National Center for Chronic Disease Prevention and Health and Promotion, Office on Smoking and Health, 1994.



TOBACCO ADS ON THE INTERNET

Sales of tobacco products on the Internet are currently not regulated and only a few states have initiated steps to prevent underage sales of tobacco. To assess the exposure to advertisements of tobacco products on the Internet, students were asked how often they see ads for tobacco products on the Internet. The results presented here are for current and never smokers who use the Internet and have seen ads for tobacco products.

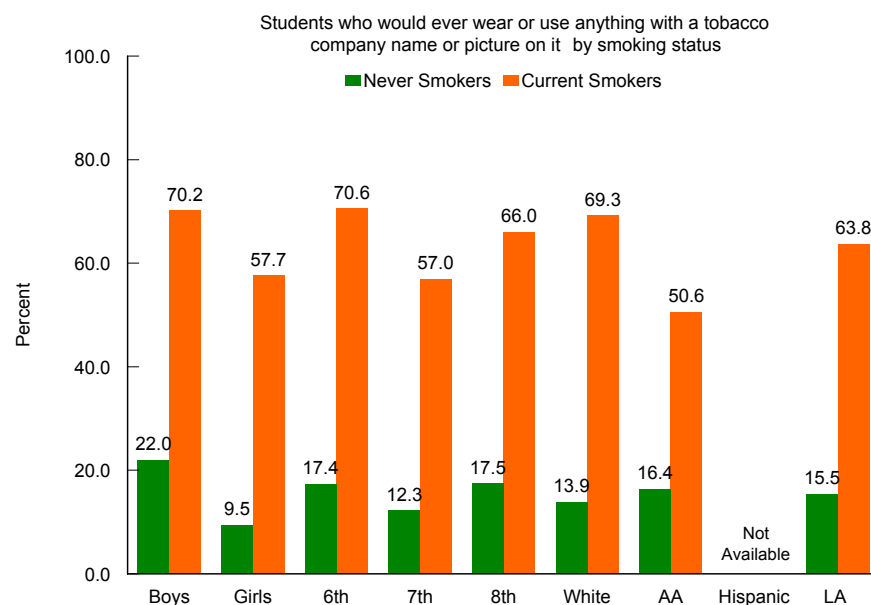
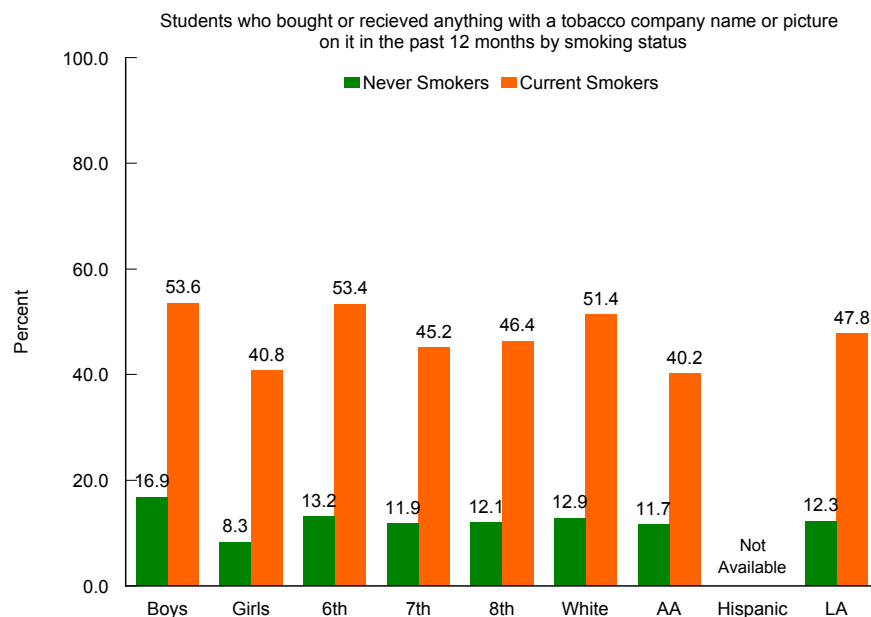
- More than one in two Middle School current smokers have seen ads for tobacco products on the Internet, as compared to non-smokers (52.2% and 32.7% respectively).
- Current smokers across Middle School grades, including both genders and all racial categories, were more likely than never smokers to have seen advertisements for tobacco products on the Internet.
- African American Middle School students were more likely to have seen ads on the Internet for tobacco products, as compared to White students.



RECEPTIVITY TO TOBACCO ADVERTISING

To assess their receptivity to tobacco advertising, students were asked if during the past 12 months; they had bought or received anything with a tobacco company name or picture on it, and if they would definitely or probably wear or use a product with a tobacco company name or picture on it. The results presented here are for current and never smokers.

- Nearly one in two Middle School current smokers (47.8%) had bought or received a product with a tobacco company name or picture on it in the past 12 months, as compared to 12.3% of never smokers.
- Middle School students who currently smoke cigarettes, were more likely than never smokers to have bought or received a product with a tobacco company name or picture on it in the past 12 months.
- More than one in two Middle School current smokers (63.8%) think they would wear or use something with a tobacco company name or picture, as compared to 15.5% of never smokers.
- Middle School students who currently smoke cigarettes, are more likely than never smokers to wear or use a product with a tobacco company name or picture on it.



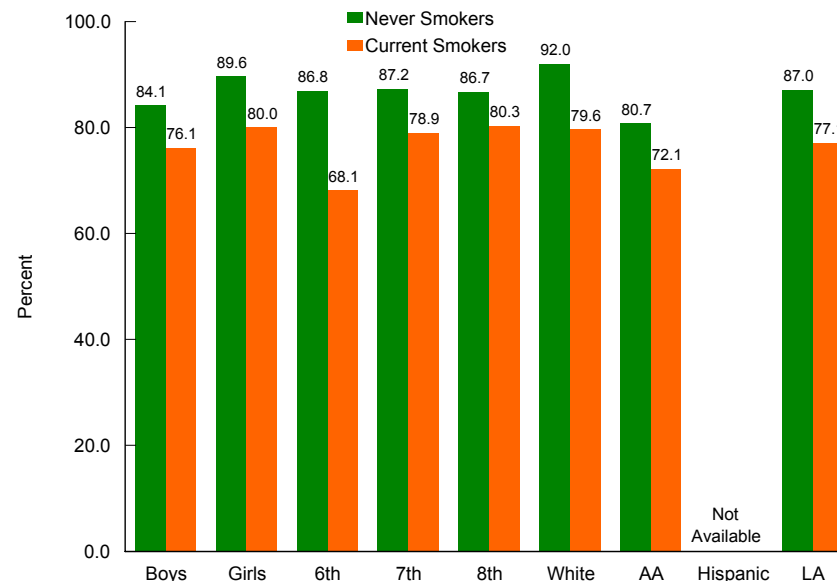
ATTITUDES TOWARDS ENVIRONMENTAL TOBACCO SMOKE (ETS)

Research has proven that children exposed to ETS are at an increased risk for sudden infant death syndrome, acute lower respiratory tract infections, asthma induction and exacerbation, and middle-ear effusions*. To assess the health beliefs and the dangers associated with exposure to ETS exposure, students were asked if they thought that smoke from other people's cigarettes was harmful to them. Results are presented for all students by gender, grade and race and for current and never smokers.

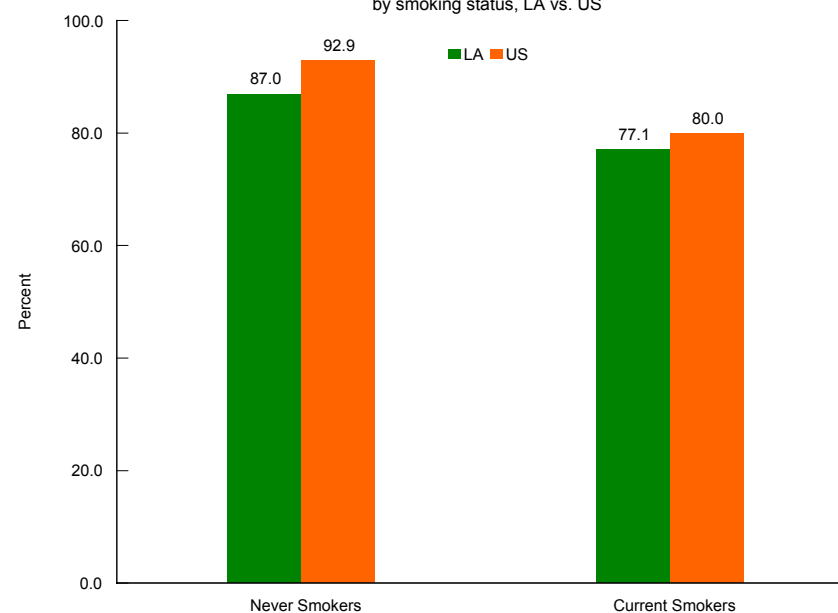
- More than three out of four Middle School students (84.5%) said they believed that exposure to ETS is harmful. – *Data not shown*
- Girls more than boys (87.8% and 81.8% respectively) and Whites more than African Americans (89.4% and 79.7% respectively) are likely to believe that ETS exposure is harmful. – *Data not shown*
- Current smokers were less likely to believe that ETS exposure can be harmful, as compared to never smokers (77.1% and 87.0% respectively).
- Beliefs among current smokers about the harmful nature of ETS exposure were significantly higher among 8th graders, as compared to 6th graders.
- White never and current smokers were more likely to believe that ETS exposure is harmful, as compared to never and current African Americans smokers.

*Respiratory health effects of passive smoking: Lung cancer and other disorders.
EPA/600/6-90/006F December 1992.

Students who think ETS is harmful by smoking status



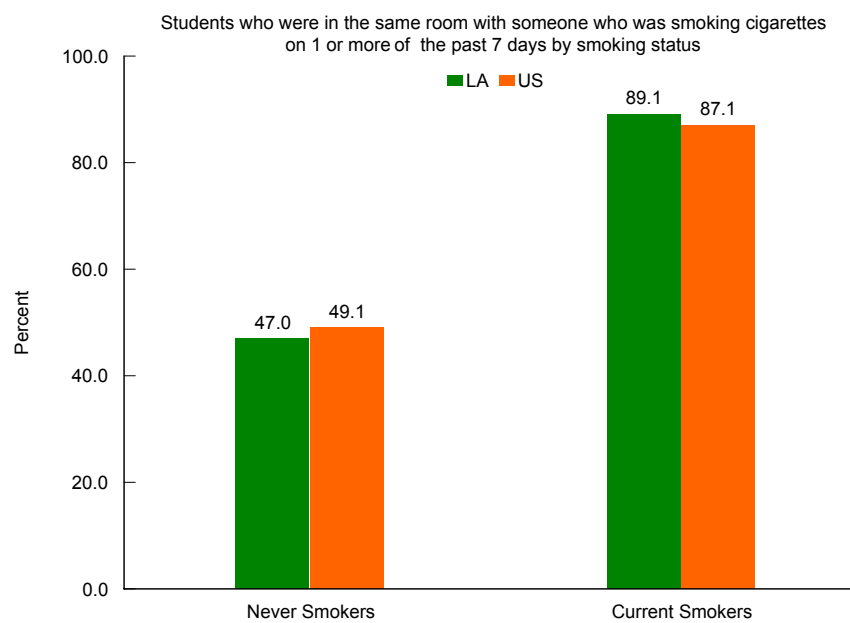
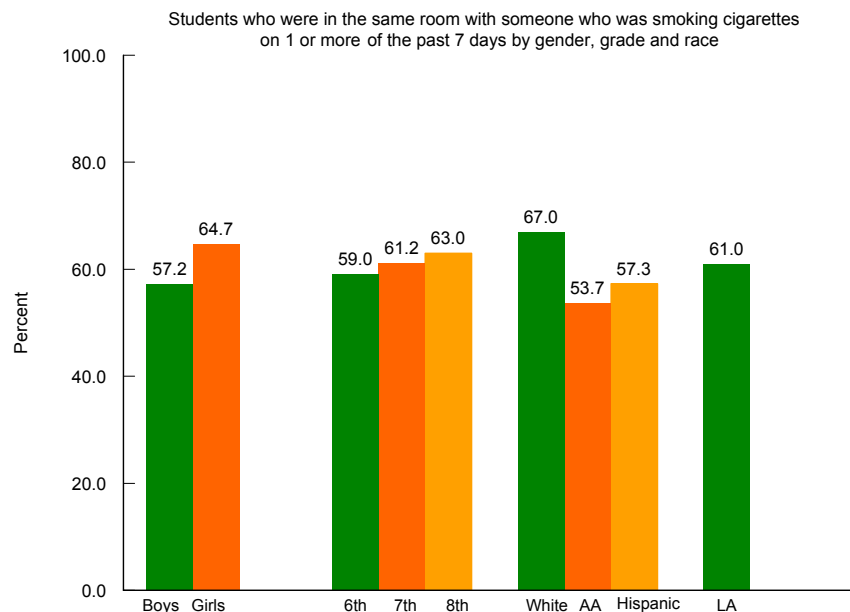
Students who think ETS is harmful by smoking status, LA vs. US



EXPOSURE TO ETS

To assess the exposure of students to ETS, students were asked if they had been in the same room with someone smoking cigarettes during one or more of the past seven days. Results are presented for all students, never and current smokers.

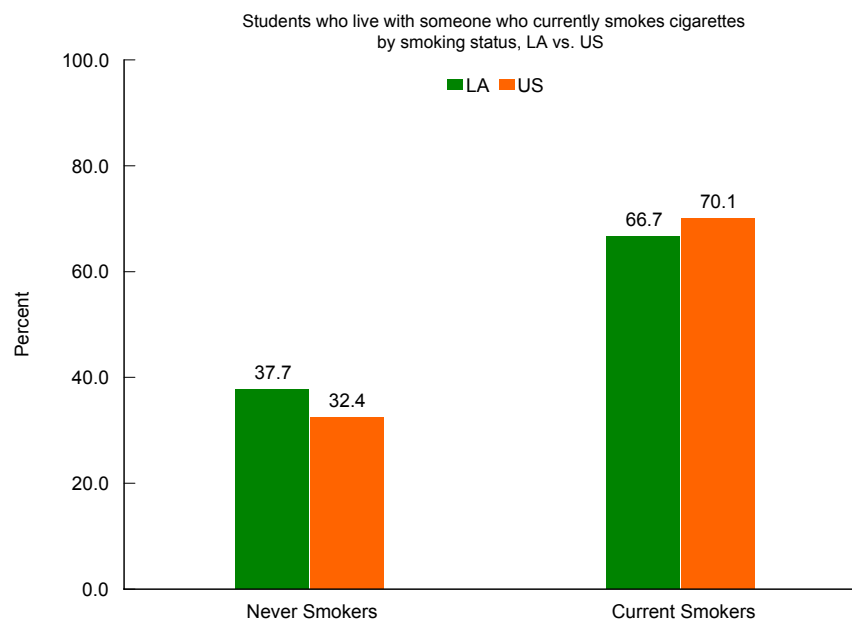
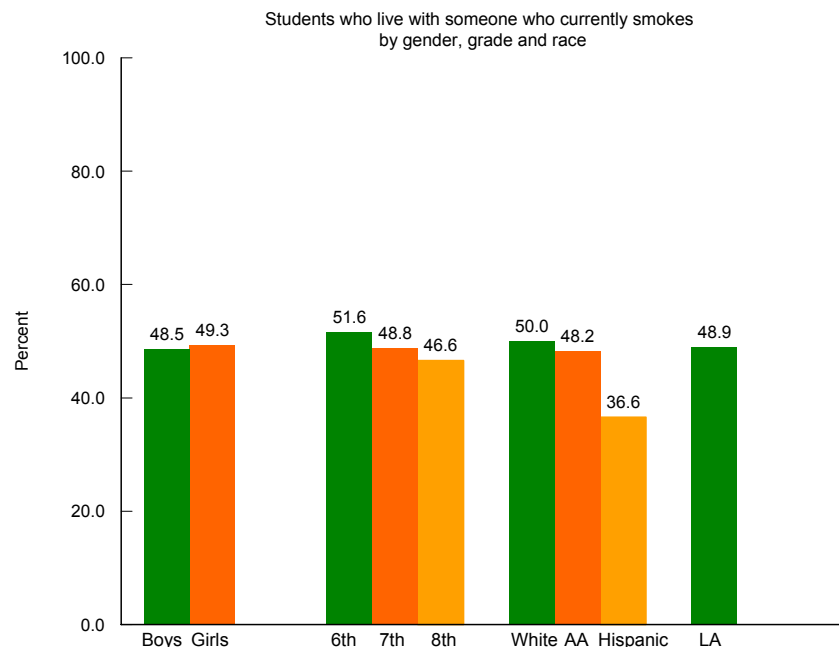
- More than one in two students (61.0%) were in the same room with someone who was smoking cigarettes for at least 1 day in the week preceding the survey.
- Boys were less likely to be in the same room with someone who was smoking when compared to girls, (57.2% and 64.7% respectively).
- Students in the 6th grade did not differ significantly from 8th graders in reporting that they had been in the same room with someone smoking in the past week, (59.0% and 63.0% respectively).
- White students were more likely to report being in the same room with someone who was smoking for at least one day in the week preceding the survey, as compared to African Americans and Hispanics, (67.0%, 53.7% and 57.3% respectively).
- Current smokers were twice as likely to report that they had been in the same room with someone who was smoking for at least one day in the week preceding the survey, as compared to never smokers, (89.1% and 47.0% respectively).



EXPOSURE TO ETS AT HOME

To assess the prevalence of exposure to ETS at home, students were asked if they currently live with someone who smokes cigarettes. The results presented are for all students by gender, grade and race and for never and current smokers.

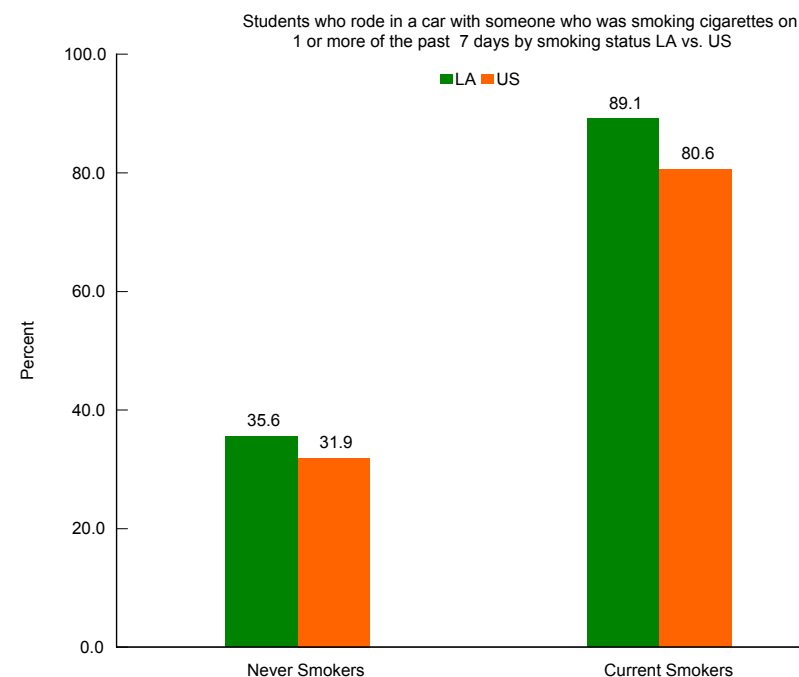
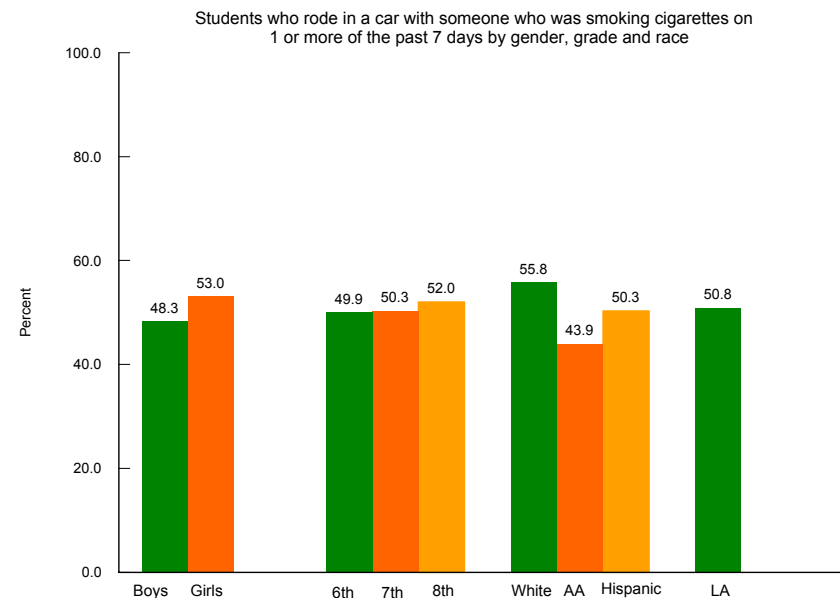
- Nearly one in two Middle School students (48.9%) currently lives with someone who smokes cigarettes.
- Middle School students did not differ by gender, grade or race in reporting if they currently live with someone who smoked cigarettes.
- Never smokers were significantly less likely to be living with someone who smoked, as compared to current smokers, (33.7% and 66.7% respectively).
- Middle School students in Louisiana did not differ significantly from their national counterparts in reporting that they lived with someone who currently smoked cigarettes.



EXPOSURE TO ETS IN THE CAR

To assess students' exposure to ETS while riding in the car, they were asked if they rode with someone who was smoking in the car for at least one day in the week preceding the survey. Results are presented for all students, never and current smokers.

- One of out two Middle School students (50.8%) in Louisiana rode in the car with someone smoking on at least one out of the seven days preceding the survey.
- Significant differences were not observed by gender or grade among students who rode with someone smoking in the car in the past week.
- White students were more likely to have been exposed to ETS in the car on at least one day in the week preceding the survey, as compared to African American and Hispanic students (55.8%, 43.9% and 50.3% respectively).
- Nine out of ten current smokers (89.1%) rode in a car recently with someone who was smoking, as compared to 35.6% of the never smokers.



PREVALENCE OF CURRENT TOBACCO PRODUCT USE AMONG LOUISIANA PUBLIC MIDDLE SCHOOL STUDENTS

Category	Any Tobacco Product		Cigarettes		Cigars		Bidis		Smokeless Tobacco		Pipes	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Overall												
LA	26.3	3.6	17.1	2.5	12.5	2.3	7.1	2.7	9.9	2.8	6.3	2.7
Gender												
Boys	30.6	4.9	18.1	3.0	3.6	3.6	9.5	3.9	15.8	4.5	8.3	3.8
Girls	20.8	2.8	15.4	2.6	1.2	1.2	4.0	1.4	3.2	1.2	3.4	1.9
Race												
White	28.9	3.7	21.0	3.7	10.8	1.8	5.9	1.1	12.8	3.9	5.4	1.7
AA	20.9	5.2	10.9	2.9	12.7	3.6	6.7	3.6	5.4	3.4	6.3	3.9
Hispanic	32.7	10.0	28.4	9.3	22.7	12.3	7.1	8.8	13.5	7.0	7.1	7.6
Grade												
6th	21.4	6.2	11.9	3.8	9.5	3.6	8.0	3.4	9.1	3.9	6.8	4.4
7th	26.0	5.1	16.3	3.6	12.7	4.9	5.7	2.0	8.5	3.7	5.4	3.1
8th	31.3	5.7	23.0	4.6	15.3	3.5	7.6	1.1	11.9	4.2	6.4	1.7

DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

Category	Middle School Respondents		State Demographics*	
	N	%	N	%
Gender				
Male	1,196	47.5	88,475	51.3
Female	1,321	52.5	84,009	49.7
Race/Ethnicity				
White	1,264	49.8	85,975	49.8
African American	1,069	42.1	81,048	47.0
Hispanic	82	0.04	2,258	1.3
Other	127	0.06	3,203	1.9
Grade				
6	779	30.7	57,876	35.6
7	885	34.8	58,951	34.2
8	877	34.5	55,657	30.2

* Student gender, race/ethnicity and enrollment by grade data were provided by the Louisiana Department of Education